

KAPPA ALPHA

AUTUMN 2013

THETA

MAGAZINE

THE COLOR TEAL

A THETA'S CREATIVE CONCEPT
RAISES OVARIAN CANCER
AWARENESS (PAGE 22)



SitetoSee

MUST-SEE WEB PICK OF THE QUARTER

EXCITING NEWS: REDESIGNED THETA WEBSITE!

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Spring	Jan. 31
Summer	May 1

Kappa Alpha Theta Fraternity, founded at Indiana Asbury College (DePauw University), Greencastle, Indiana, on January 27, 1870, is the first Greek-letter fraternity known among women.

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KAPPA ALPHA THETA
LEADING WOMEN

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ALUMNAE COLLEGIANS WHAT'S NEW LEARN ABOUT THETA I AM A THETA

Welcome to Our Site!

Kappa Alpha Theta was founded in 1870 as the first Greek-letter fraternity for women. We value our history and take pride in our four founders, who were truly visionary.

We also value what we offer today's women! Our vision statement—Kappa Alpha Theta is the organization that provides the finest and most rewarding membership experience—is based on our core purpose and values. » [Learn more](#)

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Recently in Kappa Alpha Theta

ELC Blog
Home Sweet Home St. Louis
By Ashley Freeman on Friday, Sep 6, 2013 09:00 AM

Wow! I can't believe that just two weeks ago I moved to St. Louis. It seems like it was just yesterday and yet Margaret, my ELC partner, and I have already settled comfortably into our cozy urban apartment. I am thankful that we quickly transitioned our more »

I Am a Theta
Sisterhood Spreading Throughout the World
By Kimberly Petroll on Friday, Sep 6, 2013 08:21 AM

In May, Melanie and I participated in a study abroad program in Italy through Belmont University. We were able to experience ten different cities and learn about the traditions and culture across the country. While we were in Florence, we met a few other more »

Alumnae Blog
Happy 100th, Adelaide!
By Lisa Gebken Thibault on Thursday, Sep 5, 2013 12:30 PM

For more than 50 years

We are Kappa Alpha Theta. We are leading women.

Nearly 150 years ago, Kappa Alpha Theta was founded as the first Greek-letter fraternity for women. In the decades since then, Theta ideas and programs have often been on the cutting edge—individual and as chapters, we are known for leading in our communities and on our campuses. » [Learn more about Kappa Alpha Theta Leading Women.](#)

Leading Women Spotlight - Priyanka Jain

Priyanka was named "Youth Philanthropist of 2012" by the Association of Fundraising Professions, and selected as one of the Top 100 Women Entrepreneurs by Smart Girls' Way. She is the founder and president of iCAREweCARE, a student-run nonprofit that leverages the power of social media for social good. She serves as a Youth Champion for the United Nations Foundation's Girl Up campaign to inspire other young girls to get involved in their communities. She is also the founder of the Seattle chapter of Circle of Women, a student-run organization building schools for girls in developing countries. Priyanka is a sophomore at Stanford University. » [View More Spotlights](#)

Theta Marketplace

Your source for Theta badges, jewelry, gifts, and more. » [More](#)

Related Links

Here's How To:

- Pay Your Alumnae Dues
- Recommend a Potential New Member
- Become Life Loyalty
- Network on Sister Search

Recent Photo Entries

3 September Tuesday

In The Year 1942

Fraternity Adopts The Foster Parent Plan » [Read More](#)

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A MODERN, CLEAN LOOK with updated colors and images.

Many of the photos on the website were submitted by our members! (To submit your own photos, log in to the site and click Photo Zone in the list on the left.)

ENHANCED NAVIGATION, with clear drop-down menus from any page or section you're visiting.

"RESPONSIVE" DESIGN, meaning you can customize the content on your tablet, smartphone, and mobile device with a minimum of resizing, panning, and scrolling.

www.kappaalphatheta.org



For questions about features on the Theta website or how to join any of our social media, please email webmaster@kappaalphatheta.org.



IN PRAISE OF WORDS ... AND THETAS

BY LIZ APPEL RINCK, Γ/BUTLER, EDITOR

ARE YOU FAMILIAR WITH THE TERM *EARWORM*?

It's a wonderfully evocative description of the phenomenon that occurs when a catchy piece of music continually repeats through a person's mind after it is no longer playing. That sounds fairly benign, which it would be if the repeated musical phrase was ever one that anybody would want to hear over and over. Instead, it's usually something horrifying, like the chorus from "It's a Small World."

Being profoundly tone deaf, your editor is seldom plagued by earworms. I am, however, afflicted with a similar, related condition that I have dubbed wordworms.

Wordworms manifest themselves in one of two ways. The first kind of wordworm involves me using the same—very specific—word in conversation, using it with a frequency out of all proportion to its usefulness. A few weeks ago, that word was *aggregate*, used as a verb. I noticed myself saying it several times a day, which probably means that I was saying it much more often than that. Could I have said *combine* or *blend* instead? No, I could not. That's the sad thing. Aggregate it had to be.

Thankfully, wordworms, like earworms, are short-lived, and I have moved on. Currently, I find myself overusing *augment*. Maybe one of these days my brain will fixate on a word from the middle of the alphabet.

The second kind of wordworm is more deliberate in nature. It involves accidentally discovering a word that is new to me and then actively seeking occasions to use it in conversation and writing. My latest word acquisition is *encomium*. It means—according to my dictionary—a formal expression of high praise. Isn't that lovely? Much nicer than my previous new word, *defenestration*, which (since it refers to flinging something out a window) is awfully difficult to employ in casual conversation.

By now, dear reader, you have probably figured out what this discussion of vocabulary has to do with the Autumn 2013 issue of our magazine: every Theta on these 36 pages is deserving of an encomium!

On page 22, we profile Carey Fitzmaurice, Delta Xi/North Carolina. In the midst of five cancer diagnoses in six years, Fitzmaurice founded Teal Toes, a non-profit dedicated to raising awareness about ovarian cancer. How? By painting their toenails teal, the ovarian cancer color, supporters recognize Ovarian Cancer Month and spark questions and discussions about the disease. She has sent more than 100,000 symptom cards to people from the US, Europe, Australia, and New Zealand.

On page 21, Abbi Miles, Delta Epsilon/Arizona State, offers her thoughts on Theta memories, admirable people, and the 2013 Theta Service Trip. Inspired by the female Habitat for Humanity supervisors with whom she worked on the trip, she aspires to a life she loves and a career with an organization in which she truly believes.

On page 16, we tell the story of that service trip, which not only included Habitat for Humanity builds but also work with CASA of New Orleans and guided leadership curriculum. On page 27, Jessica Siegel, Alpha Beta/Swarthmore, shares her experience at last summer's Emerging Leaders Conference. The conference, she writes, "... completely changed my idea of what it means not just to be a leader, but also to be a sister." Fraternity President Amy Kates, Alpha Phi/Tulane, wrote about attending both events in a blog post: "It was truly inspiring to meet so many accomplished and dedicated Thetas. I believe that Theta's first leading women—Bettie, Alice, Hannah, and Alice—would be very proud."

Speaking of leading women, the Fraternity's new brand, encompassing the Leading Women tag line and a refreshed logo, was introduced in the Summer 2013 issue of the Theta magazine. On page 14 of this issue, we further explore the concept of branding, including why Theta needs one at all, let alone a new one.

And, as in every issue, the Snapshots section, beginning on page 10, covers news from alumnae and college chapters, individual Thetas, and reunions.

We think you'll agree that each and every one of these women merits a formal expression of high praise. Come to think of it, perhaps that's what the Theta magazine provides. ♦

ON THE COVER: Carey Fitzmaurice, Delta Xi/North Carolina, created Teal Toes, a worldwide initiative dedicated to raising ovarian cancer awareness.

YESTERDAY, TODAY, AND TOMORROW, KAPPA ALPHA THETA EXISTS TO NURTURE EACH MEMBER THROUGHOUT HER COLLEGE AND ALUMNAE EXPERIENCE AND TO OFFER LIFELONG OPPORTUNITY FOR SOCIAL, INTELLECTUAL, AND MORAL GROWTH AS SHE MEETS THE HIGHER AND BROADER DEMANDS OF MATURE LIFE.

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Our Fraternity brand is the expression of Kappa Alpha Theta's core values and personality.

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Nineteen Thetas from across North America spread the widest influence for good through hands-on service.

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Educational leadership consultants have a profound effect on Theta chapters ... and Thetas themselves.

22 TOE TO TOE

At a Theta's non-profit brainchild, rarely a day goes by without a potentially life-saving connection.

27 A CONFLUENCE OF LEADERSHIP AND SISTERHOOD

The Emerging Leaders Conference focused on understanding leadership as a relational process.

29 ALL ABOUT ENTERPRISE RISK MANAGEMENT

Of course it's true that Theta has thrived for nearly 150 years, but it's important to resist the temptation to take a good thing for granted.

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We regret that in the Summer 2013 issue, the dates for Grand Convention 2014 were erroneous. The event is June 26 - 29, in Orlando.

THETA KITES FLYING HIGH!

FOUR COLLEGE CHAPTERS WILL BE INSTALLED THIS AUTUMN! (DATES ARE BELOW.)
READ ALL ABOUT THE INSTALLATIONS EVENTS IN FUTURE ISSUES OF THE THETA MAGAZINE.



SAINT LOUIS
UNIVERSITY

NC STATE UNIVERSITY

Zeta Chi
JOHNS HOPKINS
Baltimore
Oct. 25-27

Eta Psi
TUFTS
Medford, Mass.
Nov. 1-3

Eta Omega
SLU
St. Louis
Nov. 8-10

Theta Theta
NC STATE
Raleigh, NC
Nov. 22-24

NOBODY READS MAGAZINES ANYMORE

Well, yes, they do. According to an article in *Craigslist New York Business*, 195 new print magazines were started in 2012, compared with 181 in 2011. That's an increase of eight percent. Conversely, only 74 print magazines failed in 2012, a decrease of 48 percent.

TEN OUTSTANDING FACULTY MEMBERS

Last year, the Fraternity initiated a program to honor 10 outstanding faculty members at colleges and universities where Theta chapters are present. It was the first time the Fraternity recognized faculty via an official nomination and selection process.

Again this year, college chapters have been asked to select one nominee, with the selection based on the professor's passion for inspiring students and actions that connect to Theta aspirations. Candidates are not limited by gender, Greek (or non-Greek) affiliation, disciplinary expertise or number of Thetas taught.

The top 10 honorees will be announced in the Winter 2013-14 issue of the Theta magazine.

PASes NEEDED

A permanent alumnae secretary (PAS) maintains records of all initiated members of a given chapter. In this way, these officers of the Fraternity ensure that each alumna remains in touch with Theta. Each of the following chapters is in need of a PAS. For more information, please contact Lou Simpson, 248-642-2468, or LWetstein@att.net.

P/Nebraska
AB/Swarthmore
AT/Ohio State
AH/Vanderbilt
AA/Washington
AΨ/Lawrence
BB/Randolph Macon
Woman's College
BE/Oregon State
BH/Pennsylvania
BI/Colorado
ΓΓ/Rollins
ΓΥ/Miami
ΔI/Puget Sound

BK/LSU
ΔΩ/Texas A&M
ΦΔ/Stanford
EN/Virginia Tech
EE/Villanova
EΠ/Bucknell
ZZ/Colgate
ZΘ/Cal Polytechnic
State
ZT/Delaware
ZY/UT Dallas
HH/College of Idaho
HI/San Diego
HA/Santa Clara

WRITE TO US!

Do you have a comment about an article in this or any other issue of *The Magazine*? Do you know an accomplished Theta who would be a good subject for a profile article? Do you have a Theta issue on your mind?

Then let us hear from you! We are pleased to receive letters from our readers; we value your input. Correspondence by regular mail or email may be sent to the editor. (Addresses are listed on page 2.)

WHAT'S NEW?

Is there some exciting news about yourself or your chapter that you'd like to share with other Thetas? Let us know! A submission form may be found in *The Magazine* area of the Theta website, or you may send items via email or snail mail to the editor. Addresses are listed on page 2. Please include your name and chapter of affiliation with each submission.

REUNIONS

Learn about upcoming reunions at www.kappaalphatheta.org/alumnae/events/reunions.

PLANNING A REUNION?

Place a reunion notice in *The Magazine* and on the Theta website. Mail a brief notice to Reunions, *The Kappa Alpha Theta Magazine*, 8740 Founders Road, Indianapolis, IN 46268, and email webmaster@kappaalpha-theta.org.

Notices for reunions to be held May through July must be received by January 31; for August through October, received by April 11; for November through January, received by July 11; and for February through April, by October 23.

REUNIONS

ΑΣ/WASHINGTON STATE

All alumnae and current members of the Alpha Sigma Chapter are invited to celebrate our centennial with a reunion October 19-20. Events will be held at the chapter facility and on the WSU campus throughout the weekend. For additional information, contact Ann Westbrook Harrison, annharrison5@hotmail.com.

AT/CINCINNATI

The Alpha Tau Chapter celebrates its 100th anniversary on December 16. Centennial Weekend is November 21-24; the formal reception will be held November 23 at the Hyatt Regency Hotel in downtown Cincinnati. Our centennial will be a fun-filled weekend of exciting events, networking, and sisterhood. For more information, please visit <http://ucthetas.com/celebrate-our-centennial/> or contact our centennial committee at alphataucentennial@gmail.com.

AY/WASHBURN

Alpha Upsilon will celebrate its centennial April 10-13, 2014, at the Westin Crown Center in Kansas City, Mo. Plans include a welcome dinner; a day on the Washburn campus; a luncheon honoring Fraternity President Amy Kates and Foundation President Kathy Tonkel, who will discuss recent Fraternity news; and a banquet. Please visit www.AlphaUpsilon100.com for details. Questions may be directed to AlphaUpsilon100@yahoo.com.

ZΘ/CAL POLYTECHNIC STATE

The 2003-04 new member classes will hold a 10-year reunion November 8-10 in San Luis Obispo, Calif. For more information, contact Paula Dahlgren Newberg, paula@newberggroup.com. ♦

A FRATERNITY OF 200,000 LEADING WOMEN. SOUNDS LIKE A SOLID INVESTMENT.



For more than 50 years — with assistance from generous donors — Kappa Alpha Theta Foundation has been a proud supporter of the Fraternity, her members, and the causes they care about. Through our grants and scholarships, we provide Thetas with the resources to create positive changes in themselves, in their chapters, in the Fraternity, and in the world.

Last year, the generosity of donors enabled Theta Foundation to grant more than a half million dollars to Fraternity educational and leadership programs; to provide individuals and chapters with \$24,000 in educational, leadership, and service-learning grants; and to award more than \$570,000 to deserving undergraduate and graduate scholarship recipients. That is more than 1.1 million dollars, and it is an incredible start.

The need, however, is so much greater! Last year, 35 percent of requested Fraternity educational and leadership programming went unfunded, individual and chapter grant requests were limited due to a lack of available funding, and 48 percent of all undergraduate applicants went without a scholarship.

Being a Theta leads women to personal excellence, but only when we have the resources to support important educational and leadership opportunities. You can invest in the women of Kappa Alpha Theta by annually supporting Kappa Alpha Theta Foundation.

To make your annual investment in the women of Kappa Alpha Theta, please visit www.KappaAlphaThetaFoundation.org and click **Donate Now**.



Give by phone:
1.800.KAO.1870

Give by mail:
8740 Founders Road
Indianapolis, IN 46268

Learn more about the women you are investing in:
Facebook.com/ThetaFoundation
Twitter: @ThetaFoundation
KappaAlphaThetaFoundation.org

"I AM A THETA" IS SOMETHING WE ALL SAY WITH PRIDE, WHETHER WE JUST RECEIVED A BID DAY CARD OR A 75-YEAR MEMBER PIN. THE FONDNESS WE HAVE FOR THETA COMES FROM OUR OWN EXPERIENCES—THE PEOPLE WE MEET, THE TIME WE SPEND TOGETHER, AND THE STORIES WE TELL. THESE STORIES



ARE WHAT CONNECT US TO ONE ANOTHER AND STRENGTHEN OUR SISTERHOOD. WE ALL HAVE A THETA STORY TO TELL. TAKE JUST A MINUTE TO REMEMBER ONE OF YOURS, AND

SHARE IT AT WWW.KAPPAALPHATHETA.ORG. YOU CAN ALSO READ THETA STORIES SUBMITTED BY OTHER MEMBERS.

I AM A THETA. I AM FOR THE CHILD. I AM FOR CASA

As a collegian at Louisiana State, I wanted to join a sorority that shared my personal values. Little did I know that my choice would also impact my future career.

During the second round of recruitment at Kappa Alpha Theta many years ago, I learned about Theta's partnership with Court Appointed Special Advocates (CASA) and about CASA volunteers who not only worked to lift up the voices of children in foster care but also promoted each young person's educational, personal, and future success. This sounded a lot like the core values of Theta that I was also learning to love: friendship, scholarship, service, leadership, and personal excellence. I learned that Thetas around the nation support CASA with fundraising, awareness, and volunteer recruitment, and I knew that the Delta Kappa Chapter—and CASA—were for me.



As a member of Theta, I worked alongside my sisters at CASA picnics for the youth and volunteers of our community, with the staff of Capital Area CASA on fundraising and communications, and with everyone we could recruit to help us with our annual outdoor fundraiser each spring. From painting crafts for the kids to writing press releases or lugging chairs for an event, I felt that my membership in Theta and the partnership we had with CASA made a difference. And with each opportunity I had to interact with the children and volunteers of CASA, I became even more sure that this, too, was the organization for me.

After college, I pursued a joint juris doctor and master's of public administration degree at LSU Law Center and graduate school to learn all I could about children's law and nonprofit management, in hopes of one day working for CASA. After graduation, and more time working alongside CASA volunteers in Baton Rouge Juvenile Court, I relocated with my husband to Washington, DC, where I soon applied for and was offered a position at CASA for Children of Washington, DC, where I would spend the next three years.

Working for CASA was all I had hoped for and more. The influence of CASA in children's court cases cannot be overstated. These incredible volunteers make a real difference every day in the lives of children and teens "in care." Their voice is respected, their commitment to individual children and families is appreciated, and I was honored to work alongside them.

I recently moved from Washington, DC to North

Carolina, and the local CASA office was my very first call. As the wife of a military chaplain, I know I will see many moves to new towns, but I feel confident and proud to know that there will always be a CASA program nearby. Much like my network of Theta alumnae, I have found a family in CASA. Friendship, scholarship, service, leadership and personal excellence. Yes, Theta and CASA both taught me these and so much more, and I am proud to be a part of both.

Liza Ortego Bush, Delta Kappa/Louisiana State, was the senior manager for outreach and communications at CASA for Children of Washington, DC between 2010-2013.



Liza Ortego Bush, ΔK/Louisiana State.

LIFELONG BONDS OF THETA

When I was a new member, an alumna told me how Theta would enrich my life over the years, but I didn't really fully understand the depth of that statement at the time.

As a nervous freshmen preparing for recruitment, I diligently gathered recommendation letters from sorority women I knew. One of my letters came from a good friend who was a Theta legacy through her grandmother, Joyce Winsryg, Omicron/USC. I stayed in touch with Joyce throughout recruitment, gushing to her about how much I had loved the Theta members. Bid Day came, and I sent her an email thanking her for all her help, and shared the best news possible: I was a Theta. She emailed me congratulations, telling me how much her Theta experience had meant to her over the years and how she still kept in touch with her sisters.

Just over a year and a half later, I was attending the Phoenix Alumnae Chapter's Founders Day celebration when a familiar face approached me. It was Joyce Winsryg! By then, I had transferred to Arizona State University and affiliated with Delta Epsilon Chapter, serving as the chapter's ritualist. Joyce was receiving her 50-year pin and being honored at the celebration. I listened as the 50-year members talked about their years in Theta, and realized that while there were differences in age around the room, we were all a part of such a special bond that was bigger than each of us. We reenacted a part of the initiation ritual ceremony and saw many of the Theta alumnae moved to tears; many had not witnessed the ceremony since their college years. I think this is when I truly understood the depth of what Joyce had been saying about how Theta truly enriched her life.

I am a Theta for the special connections she offers. I am a Theta because no matter age or years away from Theta, she continues to enrich lives in boundless ways. I am a Theta for the sacred bonds she provides.

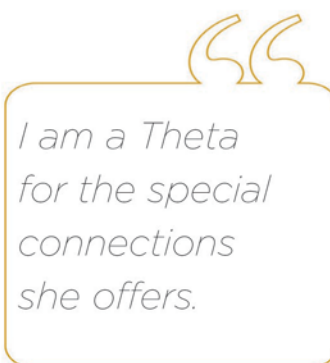
Victoria Fernandez, Delta Epsilon/Arizona State, is a sophomore and serves her chapter as ritualist. ♦



Joyce Winsryg, O/USC, and Victoria Fernandez, ΔE/Arizona State.

SHARE STORIES

Visit the I Am a Theta area of www.kappaalphatheta.org to browse our stories and learn more about submitting your own. (Log in required for submissions.)





Pictured: Photos from the July 2013 renovation at Epsilon Pi/Bucknell, spearheaded by FHC designers Melissa Merryman Sypeck, ΓΩ/Auburn, and Karen Albrecht Ledbetter, ΓΤ/Tulsa.



REVISITING OUR PURPOSE

BY SUZANNE GRAF MCLEMORE, ΔΠ/TENNESSEE

When the Fraternity Housing Corporation (FHC) was formed in 2007, Theta joined a growing number of National Panhellenic Conference (NPC) groups with national housing corporations. The FHC has grown considerably in the last six years, now owning or managing 37 properties in 20 states valued at more than \$12,600,000. These properties range from storage units to facilities housing more than 70 members.

The FHC continues to grow, but many of our college and alumnae members are unfamiliar with the FHC and what it does. We want to explain how the FHC provides services that help Theta's most valuable asset: our members.

It's no secret that women are busier than ever these days. The demands on the time of both alumnae and collegians have increased drastically even within the past 10 years. Additionally, housing issues have become more complicated as Greeks keep pace with university housing options, and building and reporting requirements

become more stringent.

It is becoming more difficult to fill facility corporation boards (FCBs) as women divide their time between the competing responsibilities of career, family, volunteer work, and countless other endeavors. The FHC was created to serve as a chapter's landlord, allowing alumnae to pursue other opportunities, such as serving on advisory boards.

The FHC provides professional property management services, ranging from hiring maintenance personnel to redecorating, renovating, or building facilities. We currently employ two full-time property managers who visit each property at least annually to take care of day-to-day issues and plan for the future. We're also grateful for the time and expertise of our interior design committee, a group of Thetas who are professional interior designers and volunteer their skills at chapters across the continent.

FHC personnel work hard to ensure that members and advisors from participating chapters have a say in important facility decisions. Chapters give input by submitting an annual wish list of facility projects and desired purchases. The FHC board votes on the wish list, and the designated property manager works with the chapter to fulfill the approved items.

One question we're regularly asked is how the FHC handles funds. Each chapter within the FHC has its own separate financial statements to which income and expenses are allocated.

As the FHC grows, it will also provide services to non-FHC chapters. These services will include interior design, facility management, and facility assessments and accounting services through Theta's Facility Corporation Services (FCS).

Joining the Fraternity Housing Corporation is a voluntary process, and FHC personnel are always available to assist any Theta chapters with housing questions. For further information, please contact either FHC Operations Director Jeff Risser, jrisser@kappaalphatheta.org, or myself, sgm58@bellsouth.net.

FIVE PROJECTS COMPLETED

It was another busy summer for the FHC team. Renovation projects were completed at four chapters (Epsilon Pi/Bucknell, Zeta Tau/Delaware, Alpha Psi/Lawrence, and Zeta Omicron/Wake Forest), and a brand-new facility was opened for the Alpha Xi Chapter at Oregon, the culmination of more than two years of collaboration and work. ◇

FRATERNITY FACILITY CONSULTANTS

The Fraternity is linked to chapters through Fraternity facility consultants (FFCs). These volunteers serve both FHC and non-FHC chapters by answering questions and making recommendations to collegians and alumnae. Along with the facility management advisor (FMA), who is a member of the advisory board, the FFC assists with chapter facility issues.

CURRENT FFCs AND THEIR DISTRICTS

Martha McKee West, EE/Baylor (Committee Chairman)

I Sharon Gordon Girvin, BN/Florida State

II Laura Smith Williams, ΔΦ/Clemson

III Ally Long, BΘ/Idaho

IV Jean Gasaway Cariaga, ΔE/Arizona State

V Jill Sirmans Bateman, ΓΔ/Georgia

VI Melissa Whitman Dvorocsik, EP/Lehigh

VII Angela Grimes, BK/Drake

VIII Betsy de Bevec McKibbin, O/USC

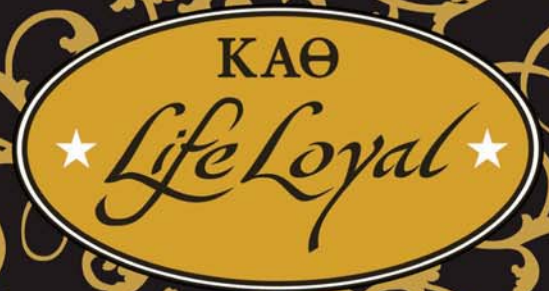
IX Jenn Kreuzpaintner, BN/Florida State

X Nicole Hall Brown, K/Kansas

Are you interested in volunteering in the housing area? Contact Martha West, FFCChair@kappaalphatheta.org



About the author: Suzanne McLemore has served as FHC president since 2010. Her prior service to Theta includes Fraternity vice president, finance district director, and facility management district director.



"THETA DOES IT BETTER"

LIFE LOYAL SUPPORTS LEADERSHIP PROGRAMS

KRISTEN THOMPSON CALLEN BELIEVES IN BEING LIFE LOYAL

Kris Callen, Beta Pi/Michigan State, served Theta as an educational leadership consultant (then called chapter consultant) from 1981 to 1982. Her daughter, Emily Callen, Beta Kappa/Drake, participated in Theta's Service Trip last summer. Emily's experience on that trip helped prompt her mother to enroll in Kappa Alpha Theta's Life Loyal program. We were intrigued by that sequence of events and asked Kris to tell us more about it.



Kristen Thompson Callen, BPI/Michigan State, is a Life Loyal member.

HOW DID YOU LEARN ABOUT THETA LIFE LOYAL?

Through magazine articles over the past few years and through other Fraternity communication pieces. My daughter also mentioned it to me after returning from the Theta Service Trip in New Orleans in June.

WHY DID YOU DECIDE TO JOIN THETA LIFE LOYAL?

As an alumna living in a part of the country without an active alumnae or college chapter, I had decided that becoming a Life Loyal member would be a good way to stay connected to the Fraternity at large while supporting its programs. After Emily returned from the Theta Service Trip in New Orleans, I realized again the importance of helping to maintain Theta's commitment to support our collegians on their journey of becoming mature women and leaders. I'm convinced that Theta does this better than any other NPC group!

WHAT DOES BEING LIFE LOYAL MEAN TO YOU?

It means a commitment to support an organization that has so positively impacted my life and is so firmly committed to continuing to change the world around us by positively impacting the lives of young college women ... including my daughter's!

WILL YOUR DAUGHTER BECOME LIFE LOYAL?

She has suggested that a Theta Life Loyal membership would be a wonderful graduation gift.

HOW HAS YOUR CONNECTION AS THETAS ENHANCED YOUR RELATIONSHIP AS MOTHER AND DAUGHTER?

I knew when Emily went through recruitment that she would be a perfect Theta, but I also realized that she would need to determine that on her own. When she sent me a text, with a picture of her Theta Bid, I literally wept because I knew Theta's values of scholarship, service, and leadership would resonate with her and challenge her during her college years, as they had for me. Seeing the type of relationship she is building with her Theta sisters at Drake, and then those she served with in New Orleans, makes me thankful for her and awfully proud to be a Theta!

**JOIN 2,728 LIFE LOYAL THETAS!
THESE WOMEN ENROLLED BETWEEN MAY 1 AND JULY 31, 2013**

A/DEPAUW

Dr. Corrie Klopcic Chumpitazi
Beth Bloomstrom Mizelle
Meredith L. Suffron

Γ/BUTLER

Leslie Bruner McFarlane
Jan Brucker Herke

Δ/ILLINOIS

Suzanne M. Lafin

H/MICHIGAN

Kimberly Canada Rossi

A/VERMONT

Amanda V. Burdick
Carol Stenberg McPadden
Anne Appleton Weller

ΓΔ/OHIO WESLEYAN

Jane Paryzek Messersmith

N/HANOVER

Elisabeth G. Cairns

Π/ALBION

Chelsea E. Copi
Emily Comella Menzel

P/NEBRASKA

Susan Brown Ferrarini

T/NORTHWESTERN

Virginia Fiske Boorum
Marjorie Vickery Brandt

Y/MINNESOTA

Carolina L. Pettus

Φ/PACIFIC

Marilyn Holman Abbott

X/SYRACUSE

Nancy Skeele Edwards

Ψ/WISCONSIN

Lisa Zerneke Maza

Ω/UC BERKELEY

Betsy Aulik McBride
Frances M. Valdez

ΔΓ/OHIO STATE

Pamela Clements Hendryx

AH/VANDERBILT

Lynn Gilliland Dauterman

ΔΘ/TEXAS

Kimberly Zook Barnes
Patricia Hamilton Dewhurst
Sandra Drews Lucas
Katy McNey
Constance Harris Seger
Carey Chenoweth Stuart
Megan M. Wolfrom

AM/MISSOURI

Virginia Cannon Mitchell
Janet Arnold Sharp

ΔΞ/OREGON

Jaclyn M. Heck

ΔO/OKLAHOMA

Susan Grigsby Krall
Madison S. Motley
Mary McKnight Williams

AY/WASHBURN

Ashley Howard Charest

ΔX/PURDUE

Ann W. Woodward
Alpha Omega
Susan Jarrett Moedinger

BΔ/ARIZONA

Allison J. Grace

BE/OREGON STATE

Mary Arrillaga Danna

BZ/OKLAHOMA STATE

Cynthia Beebe Hilterbrand
Melissa Debois Jones
Martha Schoeb McLaughlin

BK/DRAKE

Katherine M. Fritcke
Merrily Watkins Hake
Hillary R. O'Brien

BE/UCLA

Laura Del Beccaro

BO/IOWA

Marcia Aramovich Bogle

BΠ/MICHIGAN STATE

Kristen Thompson Callen

BS/SMU

Ann Swisher
Kamilah B. Todd
Tara Behring Vlasimsky
Caroline McClain Zachar

BY/BRITISH COLUMBIA

Katy L. Burtinsky
Kelsey D. Horning
Morgan L. McKusick

ΓΔ/GEORGIA

Barbara Hunter Moore

ΓK/GEORGE WASHINGTON

Joan Taylor Somerville

ΓΞ/SAN JOSE STATE

Mary McCarthy Ryan

ΓP/UC SANTA BARBARA

Megan L. Early
Maggie Price Kellogg
Carole Huggins Magill

ΓΦ/TEXAS TECH

Bricklin A. Bernard
Judith A. Rutledge

ΔΕ/ARIZONA STATE

Celia H. Galanti
Ashley Heimbach
Cynthia Westhafer Leonard
H. Hope Miner
Lee Cunningham-Swol

ΔΖ/EMORY

Amanda K. Wikman

ΔΘ/FLORIDA

Mary Lou Walton Pittman

ΔK/LSU

Aimee Andrepoint
Molly D. Burns
Katherine Grottness Landry
Victoria Nicholas McGrath
Danielle N. Rushing

ΔΦ/CLEMSON

Michele Bowler Welch

ΔΧ/VIRGINIA

Jordan E. McDaniel

ΔΩ/TEXAS A&M

Marti Urand Fischer
Elizabeth A. Roberts
Sharon Rains Whitus

ΕΦ/CHICAGO

Maria A. Meghinnes

ΕΨ/RICHMOND

Jessica J. Barton

ΖΝ/UC DAVIS

Danika Gurley

ΖΥ/UT DALLAS

Shannon Hughes Stuart
Jennifer Sullivan Yager

ΗΘ/CENTRAL FLORIDA

Rochelle Matlin
Jeananne Osborne

ΗΙ/SAN DIEGO

Chelsea Skaggs

ΗΜ/OCCIDENTAL

Kasey C. Vaughn

ΗΞ/QUINNIPIAC

Virginia Hally

ΗΠ/CASE WESTERN RESERVE

Megan C. Hach ♦

**IT'S EASY TO JOIN
KAPPA ALPHA THETA
LIFE LOYAL
OR ENROLL A
DAUGHTER, SPOUSE,
OR FRIEND!**

ONLINE

Simply go to
www.thetalifeloyal.org
to join and pay through our
secure website.

PHONE

Call Fraternity headquarters,
800-526-1870,
to provide your contact and
payment information over the
phone.

MAIL

Print the enrollment form
available at
www.thetalifeloyal.org
and mail the complete form,
along with your check or
credit card information to:
Kappa Alpha Theta,
attn: Kristi Tucker
8740 Founders Rd.
Indianapolis, IN 46268

Through their financial support, Kappa Alpha Theta Life Loyol members help create ethical, social, and educational programs that develop women of integrity and character.

Nearly 150 years ago, Theta's founders recognized dedication, intelligence, and commitment in one another, and they also understood the potential of the college women who would follow in their footsteps. They were leading the way for women in higher education.

In the decades since then, Theta has continued to be recognized as a leading women's group. Our ideas and programs have often been on the cutting edge—as individual and as chapters, we are known for leading in our communities and on our campuses.

Thetas who join Life Loyol continue Kappa Alpha Theta's tradition of leading women.



Life Loyol members receive a handcrafted lapel pin to wear with pride

**THETA LIFE LOYAL
MEMBERS RECEIVE:**

a lifetime subscription to
The Kappa Alpha Theta Magazine

•
Fraternity dues payment for
life*

•
a handcrafted lapel pin to
wear with pride

•
a limited-edition gift from our
Life Loyol collection
and more!

*not including alumnae chapter dues



A



B



C



D



E



F



G

COLLEGE CHAPTERS

A Fraternity staff, volunteers, and collegians attended the Fraternity and Sorority Political Action Committee dinner in Washington, DC.

B JUDY SMITH, who retired as ALPHA SIGMA'S facility director after 31 years, was initiated into the chapter in a special ceremony by nine former chapter CEOs.

C New BETA IOTA CHAPTER alumnae AUBRY PULLARA, ALYX CHAPMAN, ASHLEY TRENKLE, and ANNA STEUART celebrated their graduation from COLORADO.

D EPSILON SIGMA CHAPTER at UC IRVINE held a very successful KAT at Bat fund-raiser.

E MIKAYLA WELBORN, ABBY STORK,

MICHELLE HESS, SARAH PATELLOS, KATHRYN HAUGEN, GEORGIA DEAN, JULIE WORKMAN, and TESS GILMORE, all O/USC, were honored by the University of Southern California with the Order of Troy and the Order of the Laurel and Palm, the highest service and academic honors presented to graduates.

F Law school graduate TARYN BAKER was surprised by BETA SIGMA/SMU sister CAROLINE CARR at her commencement ceremony.

G JAMI NELSON LEAHY, ΔH/KANSAS STATE, and Alumnae Committee Chairman HEATHER BREUNINGER GRANATO,

EΨ/RICHMOND, caught up at the National Restaurant Association's annual show. The two had served together on the PHOENIX ALUMNAE CHAPTER'S board of directors.

H SELINA JACKSON, K/KANSAS (front), and JANNA LEE ASHWORTH, BA/WILLIAM & MARY, celebrated Bastille Day at the French Ambassador's Residence in Geneva, Switzerland. The two became good friends when Jackson, who now works for the World Bank, interned for Ashworth in Washington, DC.

I KELLY DENTEN, ΗΣ/CHAPMAN; CATHIE WATERS CARDELUCCI, ΒΕ/UCLA; GABBY FALCONE COMFORT, Φ/PACIFIC; NICOLE DE LA ROSA, ΕΣ/UC IRVINE; CASA of Orange County Chief Development

THETAS OF NOTE



RAMONA CAPPELLO, O/USC, has been named 2013-14 president of the USC Alumni Association Board of Governors.



Vanderbilt Presbyterian Church in Naples, Fla., has named **KORI PHILLIPS, ΓΔ/OHIO WESLEYAN**, its director of adult education. She is a recent graduate of Princeton Theological Seminary.



KIM HARVEY LOONEY, ΔΠ/TENNESSEE, was honored at the Nashville Business Journal's 2013 Health Care Heroes luncheon.



The Atlanta Alumnae Panhellenic Association named Lynn Jones Fight, AM/Missouri, its 2013 Panhellenic woman of the year.



MACKENZIE WELCH, AB/SWARTHMORE, has won a 2013 Truman Scholarship, which recognizes college juniors with exceptional leadership potential and who are committed to careers in government, the nonprofit or advocacy sectors, education, or public service.



Officer Susan Kirkland; and CASA of Orange County Chief Executive Officer Gene Howard met to brainstorm how area Thetas can effectively support the Orange County program.

J LACEY MCFADDEN BLASE, VALERIE CRAIG, KATHRYN AYERS, and KELLY FERRIS, all EPSILON IOTA/WESTMINSTER, visited after Craig's St. Louis University School of Law graduation ceremony.

K TORY BOWEN FLYNN, P/NEBRASKA; ALAINA WASTL, B/INDIANA; and ALI NORMAN, AX/PURDUE, served with Indiana State Representative SHEILA JOHNSTON KLINKER, Γ/BUTLER, during the 2013 legislative session.

L Members of Indiana chapter facility corporation boards gathered at the Gamma facility

at Butler to learn more about the services offered by the Kappa Alpha Theta Fraternity Housing Corporation (FHC). Pictured are Jeff Risser, director of finance & FHC operations; SUZANNE GRAF MCLEMORE, ΔΠ/TENNESSEE, FHC president; JUDITH BERNET EVANS, AX/PURDUE; MARY LINCOLN CAMPBELL, AX/PURDUE; BETH THEOBALD YOUNG, B/INDIANA; KAREN ALBRECHT LEDBETTER, Γ/TULSA, FHC interior design coordinator; TAYLOR COX, Γ/BUTLER; LIZ SINNOCK DRAKE, B/INDIANA, director of alumnae engagement; MARTHA MCKEE WEST, EE/BAYLOR, FHC vice president; BRENDA BURRELL CLARK, B/INDIANA, Gamma facility corporation board.

M DHAYA LAKSHMINARAYANAN, ZM/MIT;

BAILEY HAWS, BM/NEVADA; and DALE MATSUI SATAKE, Ω/UC BERKELEY, attended the Founders Day celebration hosted by the SAN FRANCISCO and MARIN COUNTY ALUMNAE CHAPTERS and OMEGA/UC BERKELEY and ETA UPSILON/SAN FRANCISCO.

N ELIZABETH BILLETER BELLEFEUILLE, ΑΑ/WASHINGTON; SHELLY SMITH KUNEY, Φ/PACIFIC; and KAREN DEVLEMING MARTIN, ΑΣ/WASHINGTON STATE, celebrated the SPOKANE ALUMNAE CHAPTER'S 100th anniversary.

Not pictured

The Indianapolis Alumnae Chapter honored 50- and 75-year Thetas at its annual luncheon.



MELISSA DEBOIS JONES, BZ/OKLAHOMA STATE, has been elected to the Texas CASA board of directors. The board governs Texas CASA, Inc., providing training, technical assistance, and funding to the 70 CASA programs across Texas.



WESTMINSTER COLLEGE has named LEIGH HILDEBRAND, EI/WESTMINSTER, a 2013 Young Alumni Achievement Award recipient, recognizing her for "demonstrating the Westminster mission early in their chosen career."



OLIVIA FIERRO, BE/UCLA, is evening news anchor in Las Vegas. She is also an advocate for adoption and a member of the Board of Directors of Dress for Success Southern Nevada.



KATHERINE BURKE MURDOCK, EI/WESTMINSTER, is a lieutenant colonel in the US Army Medical Service Corps stationed at Camp Arifjan, Kuwait. She is a sexual harassment/assault response and prevention representative for her command.



SUSAN TABOR-KLEIMAN, BK/DRAKE, is the owner of Your Professional Writer, a company that helps executives and entrepreneurs communicate. She recently appeared on MSNBC as a guest expert on LinkedIn.



ALUMNAE CHAPTERS

A Members of the **PEORIA ALUMNAE CHAPTER** gathered with Peoria-area colleagues in July for a summer sisterhood event.

B **GREATER KANSAS CITY ALUMNAE CHAPTER** members **CAROLINE KLINE WAKE** and **STACEY SCHOCKMANN**, both $\Delta H/KANSAS STATE$; **KATHRYN CAPLES VOSKA**, $T/NORTHWESTERN$; **MARY HLADKY ROBERTS**, $HK/JOHN CARROLL$; **MICHELLE BELL BLUSH**, $\Delta H/KANSAS STATE$; **PATTY PERKINS BREHM**, $AY/WASHBURN$; **LACEY STORER**, $\Delta H/KANSAS STATE$; **LAURA PRECHEL**, $TN/NORTH DAKOTA STATE$; and **HEIDI BIELENBERG POLLMANN**, **JACQUIE**

DEWBRE WARD, and **TAYLOR MILLER**, all $\Delta H/KANSAS STATE$, hosted the chapter's third annual Flights and Kites event: an evening of food, wine, and fun benefitting CASA of Johnson and Wyandotte Counties, Jackson County CASA, and KAPPA ALPHA THETA FOUNDATION.

C **CELESTE MURPHY GREENE**, $BE/UCLA$; **LEIGH ASHLEY**, $BA/WILLIAM \& MARY$; **MARTHA RIDDELL MURPHY**, $\Delta/VERMONT$; **SHELBY WILLIAMS HLADON**, $\Gamma\Pi/UC SANTA BARBARA$, and **KRISTEN SHINGLER GUGLIELMO**, $EN/VIRGINIA TECH$, attended a recent gathering of the **SOUTHEASTERN VIRGINIA ALUMNAE**

CHAPTER, celebrating world wines.

D The Atlanta Alumnae Panhellenic Association named the **ATLANTA ALUMNAE CHAPTER** its 2013 outstanding alumnae chapter.

E **MARY ELLEN KUTSENDA FITZSIMONDS**, $BK/DRAKE$; **SUSAN L. SMITH**, $AO/OKLAHOMA$; **ALISSA MELCZER TRUMBULL**, $A\Psi/LAWRENCE$; and **TRISHA MILLER** and **JUNE KENDALL**, $BK/DRAKE$, all members of the **CHICAGO NORTH SHORE** and **CHICAGO NORTHWEST SUBURBAN ALUMNAE CHAPTERS**, enjoyed meeting Fraternity President **AMY HAYNER KATES**, $A\Phi/Tulane$ (third from left) for breakfast while she was in Chicago for the Emerging Leaders Institute in June.

THETAS OF NOTE



LISA PURVIS HINSON, $AT/OHIO STATE$, has been elected to the governing committee of the Columbus Foundation. Hinson is the president of Hinson Ltd Public Relations, which she founded in 1999. She currently serves on several local boards.



LYNN MCCLASKEY CORNETT, $IT/TULSA$, has been appointed for a second term to the Technical College System of Georgia Board by the Georgia Governor. She has been chairman of the board since 2012 and is the first woman to serve in that capacity.



PRIYANKA JAIN, $\Phi\Delta\Sigma$, is the founder and president of iCAREweCARE, a student-run nonprofit that leveraged the power of social media for social good. The Association of Fundraising Professionals named her youth philanthro-

pist of 2012, and she was selected as one of the top 100 women entrepreneurs by SmartGirls Way.

GAYLE GARNER ROSKI, O/USC , was awarded an honorary doctorate by university president CL Max Nikias at USC's commencement ceremony.

LIBBY FREY JAMES, $\Gamma\Delta/OHIO WESLEYAN$, broke the half marathon world record time for women between the ages of 75-79. At 76 years old, James completed the Walt Disney World Half-Marathon in 1:45:56. (The previous record was 1:55:19 set in 2009.)

The Monterey Bay Area National Alumnae Panhellenic Association awarded a scholarship to **SAVANNA HOFFMANN**, $TX/FRESNO STATE$.

JOYCE HARRISON HONEYMAN, $BZ/OKLAHOMA$, and her husband, Ron, are among the 35 Faces of CASA, a campaign that celebrates the story of Court Appointed Special Advocates through the people who compose it—the judges, volunteers, CASA program staff, supporters—as well as the young people whose lives have been touched.



Not pictured

During **CARNEGIE MELLON'S** annual spring carnival, **GAMMA THETA CHAPTER** placed second in the sorority division for its "Thumbelina" enchanted-garden themed booth.

Order of Omega at the **UNIVERSITY OF SOUTH DAKOTA** honored **ALPHA RHO CHAPTER** at its sorority and fraternity leadership awards. **COURTNEY KRCIL** was recognized as outstanding junior of sorority life and **NANCY HOY MCCAHERN** received the outstanding alumnus award.

The **ALPHA SIGMA CHAPTER** was recognized by **WASHINGTON STATE'S** Center for Civic Engagement. Chapter members completed more than 1,728 hours of community service, participating with local food banks and helping to register bone-marrow donors, among other service.

GOOD TIMES

F The **MARIN COUNTY ALUMNAE CHAPTER** held its annual potluck lunch, at which **KATE SUDAR SPRAGUE, ΔI/PUGET SOUND**, was installed as the chapter's president.

G More than 200 Theta college chapter advisors attended an advisors conference in Dallas last July, focusing on the strategic direction of the Fraternity and how advisors can be part of the process and positively impact collegians. **ELIZABETH MARTIN**, Beta Chi/Boston advisor; **KYRA EMMERICH**, Delta Epsilon/Arizona State advisor; **MELISSA SANTORELLA**, Eta Xi/Quinnipiac advisor; **LEA AGLIONE**, Eta Xi/Quinnipiac advisor; and **SARAH MOLER**, Delta Epsilon/Arizona State advisor, are alumnae of the **ETA XI CHAPTER** at **QUINNIPIAC**.

H Alumnae from the **BETA ZETA CHAPTER** at **OKLAHOMA STATE**, traveling from as far away as Paris, France, and Scotland, met on campus for a reunion. Participants included **SHELLEY SWOPE WALL**; Oklahoma's governor, **MARY COPELAND FALLIN**; **ZONA DYANNE WILLIAMS**; and **LORRIE REED PARKER**.

I Seven **ALPHA SIGMA** alumnae from the graduating class of 1969 at **WASHINGTON STATE** met in Kent, Wash., for their annual reunion.

J **LANA CROSS ZERRER**, **STEPHANIE FAUST SHERILL**, **JENNIFER WATKINS CRANFORD**, and **WENDY HUMPHREY**, all **EPSILON IOTA/WESTMINSTER** alumnae, celebrated their 40th birthdays together in Cabo San Lucas.

K The **FLATIRONS ALUMNAE CHAPTER** celebrated Founders Day with the **BETA**

IOTA CHAPTER at **COLORADO**. These Thetas were honored for milestone anniversaries in the Fraternity. **KIMBERLY GEIL, ΦΔ/STANFORD** (25 years); **LOUISE LEV GEIL, BI/COLORADO** (50 years); **ALDA JUREVICS LICIS, BI/COLORADO** (25 years); **SUE NOLAN FATTOR, BI/COLORADO** (25 years); **PAT MAYER WRIGHT, ΓΠI/IOWA STATE** (52 years); and **MC KEADY PFEIFFER, BI/COLORADO** (25 years).

L This spring, a weekend reunion celebrated the 50th anniversary of the **DELTA KAPPA CHAPTER** at **LOUISIANA STATE**. Hundreds of Thetas from all over the country came to Baton Rouge for a luncheon, a facility tour, ritual, and decade-specific parties. In this photo, members of the first initiated class at Delta

BETSY SIERK CORRIDAN, BO/IOWA (center), was elected president of the Fraternity Executives Association (FEA) at the organization's 2013 conference in San Antonio. FEA provides for the professional development of its members while promoting the values and success of the fraternal movement. Corridan has served as the executive director of Kappa Alpha Theta since 1997 and is pictured with **KELLEY GALBRAITH HURST, BI/COLORADO**, director of chapter services, and **LIZ SINNOCK DRAKE, B/INDIANA**, director of alumnae engagement.



(Left) The Alumnae Panhellenic Association of Greater Kansas City honored **HEIDI BIELENBERG POLLMANN, ΔH/KANSAS STATE**, as one of its women of the year and presented **LORYN GOEBEL, K/KANSAS**, with an educational scholarship at its annual meeting.

Not pictured **KENDY CUSICK-RINDONE, P/NEBRASKA**, received the 2013 Woman of the Year honor at the Denver Area Panhellenic Awards Luncheon. This is the third year in a row a Theta has received this recognition. ♦

KAPPA ALPHA THETA

LEADING WOMEN



WHO DO WE THINK WE ARE?

WE EXPRESS THETA'S IDENTITY—AND OUR IDENTITY AS THETAS—THROUGH THE FRATERNITY'S BRAND

WITH A GREAT DEAL OF EXCITEMENT, KAPPA ALPHA THETA UNVEILED A NEW BRAND THIS SUMMER. IN CASE YOU'RE UNFAMILIAR WITH THE MARKETING TERM *BRAND*, IT REFERS TO THE FRATERNITY'S NEW TAG LINE AND THE REFRESHED LOGO THAT ENCOMPASSES IT.

OUR NEW BRAND DEBUTED IN A VIDEO; A LINK TO IT WAS SENT TO ALL THETAS WITH A VALID EMAIL ADDRESS IN THE FRATERNITY'S DATABASE. IT WAS ALSO INTRODUCED IN PRINT, IN AN ARTICLE IN THE SUMMER 2013 ISSUE OF THE THETA MAGAZINE.

WHAT IS OUR BRAND?

As that article explained, selection of our tag line was an exhaustive (and occasionally exhausting!) process. We partnered with a strategic marketing firm to audit our former brand materials; survey our members on keywords related to our mission, values, and ritual; and conduct focus groups and follow-up surveys.

This tag line development phase lasted nearly 12 months; after all, defining Kappa Alpha Theta in just a few words is a pretty daunting prospect. Our tag line needs to describe an organization of women of all ages; who went to college in nearly every US state and Canadian province; who live all over the world; who have different professions, faiths, and ethnic backgrounds.

Yet, despite this diversity of membership, there is a common thread that runs through Theta's history, beginning with our founders and extending to the present.

We are pioneers. In creating the first Greek-letter fraternity for women, Bettie, Alice, Hannah, and Bettie were leading the way for women in higher education. Our Fraternity is known as a leading women's group; our ideas and programs have often been on the cutting edge.

We are role models. As individuals and as chapters, we are known for leading in our communities and on our campuses.

We are philanthropists, striving to spread the widest influence for good.

We are mentors ... we are innovators ... **we are leading women.** After a great deal of careful thought, Leading Women is the tag line Grand Council chose.

WHY DO WE NEED A BRAND?

Response to our new tag line—from members, university administrators, and other women's fraternities—was gratifyingly positive. While approving of Leading Women, however, some of you may have wondered why we need a brand at all and why we need it now.

It's important to understand that a brand isn't simply a logo. It's the expression of an organization's core values and personality. It's what we say and how we say it. Our brand is how we communicate who we are.

Certainly each of us has her own Kappa Alpha Theta



stories to tell. But our brand allows us to clearly, consistently, and effectively communicate the values and vision of our Fraternity to one another and to our many audiences.

WHY DO WE NEED A NEW BRAND?

But why a new brand? Why go through a rebranding process? Theta will soon celebrate its 150th anniversary—aren't we well-established enough that we don't need to change things?

One reason the Fraternity will soon celebrate that significant milestone is our ability to be flexible during changing circumstances. Left alone, brands wear out a bit. When that happens, the brand loses relevancy. So periodically, every organization—nonprofit or for-profit—needs to refresh its brand to make sure that the audience who cared about it yesterday still cares today. A general rule of thumb is that brands need to be evaluated, seriously, every five to seven years.

Although the earliest Thetas would not have been familiar with the concept of branding, from the very beginning of our Fraternity, we have relished the process of rediscovering ourselves as an organization, of telling our story in a new, original way. The various symbols that embody our visual identity reflect our efforts at refreshing our brand. Between 1877 and 1907, for example, the Kappa Alpha Theta coat of arms evolved at least three times. Prior to 1907, there were literally dozens of "official" badge designs. And between 1994 and 2007, our iconic kite emblem was re-imagined three times.

Beyond a periodic review of the brand because it's a best practice, there are seminal moments in any organization's life when a brand refresh is needed. A critical one for nonprofits is when an organization shifts from having a board of "doers," who pretty much did whatever was necessary to keep programs funded and delivered, to a

board of directors who focus on governance. This shift is critical for a nonprofit attempting to achieve scale. Often, this moment coincides with a realignment of staff and volunteer responsibilities as well as a refined focus on the needs of not just program recipients, but also supporters. It's a time when the organization accepts that it has become—or needs to become—a more mature entity in every way.

It is exactly this type of restructuring that began for Theta in 2012, when Grand Council voted, and Grand Convention ratified the vote, to eliminate specialization of Fraternity vice president roles, paving the way for the 2012 election of a Council designed to function as a true board of directors rather than as a group of committee chairmen.

WHERE DO WE GO FROM HERE?

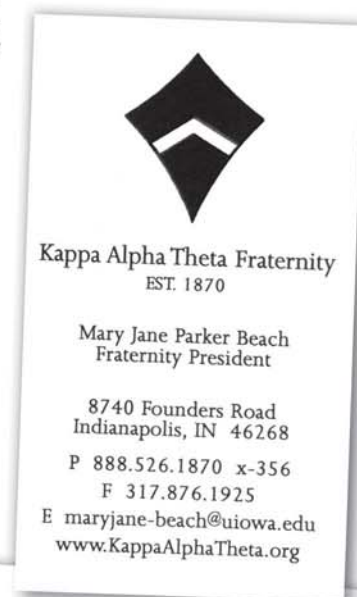
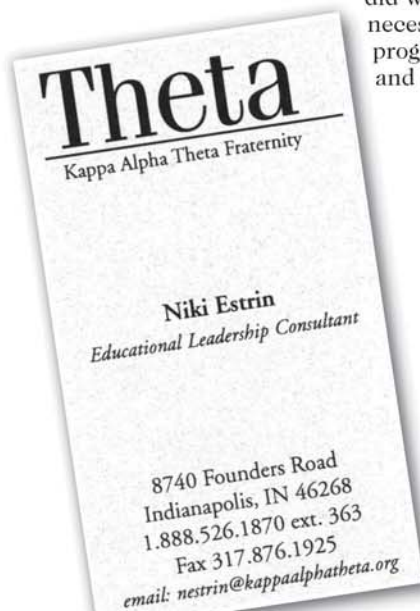
It's important to understand that having a brand isn't just about the outside world (potential new members, parents, university officials, the media). Theta is stronger when every member is aware of the brand, owns it, and is responsible for delivering on the message. In particular, members must understand the signature programs and characteristics that truly make our Fraternity unique.

Our marks, whether our Fraternity logo, Greek letters, or coat of arms, might seem to be the most obvious representations of the Kappa Alpha Theta brand. But it is Kappa Alpha Theta's members—each of us—who are the most powerful brand representatives of our Fraternity. Everything we do or say is a potential reflection of Theta and conveys an image of who we are as an organization. In other words, our brand—who we are as a Fraternity—depends on responsible promotion in our appearances, demeanors, values, and ethics. Being conscious of our actions and conversations, and therefore protecting an organization that is important to us, ensures that Kappa Alpha Theta continues to thrive ... today and for future generations. ◇

From the very beginning, we have relished the process of rediscovering ourself as an organization.

Want more?

<http://www.kappaalphatheta.org/learnabouttheta/whatistheta/leadingwomen>





SPREADING THE WIDEST INFLUENCE FOR GOOD THROUGH SERVICE IMMERSION

**"I WAS AT MY BEST WHEN I WAS
WITH THESE WOMEN."**

**"NEVER LIVED SO SIMPLY,
WORKED SO DILIGENTLY,
LOVED SO QUICKLY, AND BEEN SO HAPPY."**

**"I AM SO IN LOVE WITH NEW ORLEANS
AND THE MEMORIES I HAVE MADE ON THIS
LIFE-CHANGING TRIP."**

Those are the words of some of the 19 Theta collegians from chapters across the continent who spent the week of June 23 in New Orleans on the Fraternity's 2013 service immersion trip. During the day, they helped CASA of New Orleans and New Orleans Area Habitat for Humanity; at night, they participated in guided curriculum sessions on cultural and service immersion, individual and group strengths, and Theta ritual and values.

One week and countless service hours later, these women returned home with newfound appreciation for service and a better understanding of their roles as leading women.

Three women with professional experience in teaching and higher education traveled to New Orleans to facilitate the trip: Maggie Harris, Gamma/Butler; Lindsey Witt, Beta Delta/Arizona; and Veronica Hunter, Association of Fraternal Leadership and Values (AFLV).

"I felt a sense of burning passion from the first night," Hunter wrote in a blog post. "The women were totally engaged and had a very strong willingness to be vulnerable and learn something about themselves that maybe they hadn't realized before the trip. The passion they exuded was contagious and they had a high level of commitment to serving others, one of the main tenants of servant leadership."

The 2013 trip is the second Fraternity-sponsored service trip; the first, in 2010, took place in Sante Fe. Twenty-one collegians worked in a



THE SERVANT-LEADER SHARES POWER,
PUTS THE NEEDS OF OTHERS FIRST AND
HELPS PEOPLE DEVELOP AND PERFORM
AS HIGHLY AS POSSIBLE.

— Robert K. Greenleaf Center for Student Leadership



facility for Girls, Inc., installing an irrigation system, building gates and fences, and planting vegetables. The Girls, Inc. project manager was impressed by Kappa Alpha Theta. "We work to inspire all girls to be strong, smart, and bold," she said at the time. "So seeing these young, passionate, driven college women working together was a very fulfilling experience, and it gives me more hope than ever for our younger generations."

Although the second service trip, the New Orleans trip was the first arranged in partnership with AFLV, an organization that provides experiences that challenge and encourage fraternity and sorority members to live ethical values and implement best practices.

In addition to stocking a library for CASA volunteers and helping to build Habitat homes at several locations, trip participants were led on two historic tours of New Orleans. These tours reinforced the societal necessity for service, sparked discussions of privilege, and expanded the immersion experience.

Veronica Hunter explained that not only during discussions, but also on the work sites, facilitators overheard the women using the servant/leadership language and helping others identify their strengths and how they were being put to use. "Oh, the joy that we felt in seeing the experience come together!"



Maggie Harris was also inspired by trip participants' passion and commitment. "I saw the growth that they, as women, experienced, and the challenges that they placed upon themselves to grow and learn, and the commitment they made to apply what they learned."

When registration for the service trip opened, available places were filled in one hour. Thetas clearly take seriously the Fraternity's aim of spreading the widest influence for good and are eager to help create real and lasting change. "I should have known that spending a week with 18 other Theta collegians and three incredible facilitators would make for some eye-opening experiences, but I really had no clue how much I would grow over the course of the week," wrote Emily Callen, Beta Kappa/Drake, in a blog post. "My perspective has been forever changed. I now have a fuller, more complete sense of what it means to be a servant leader and, more importantly, a member of Kappa Alpha Theta."

Erin Apikos, Eta Omicron/North Florida, agreed. "We need to help our members identify the gifts that we have within ourselves so that we can use them to help others. We need to look within ourselves, within our chapters and then to other chapters to connect our resources and find ways to work together to give back to others. We need to ensure that our core values are at the front of everything we do so that they are always applied to helping others at every level." ♦



"I now have a fuller, more complete sense of what it means to be a servant leader and, more importantly, a member of Kappa Alpha Theta."



A SMALL NUMBER OF WOMEN ... A BIG IMPACT

BY JENNI BROUGHTON, Γ/BUTLER

This year, 14 women are representing the Fraternity as educational leadership consultants, the largest number of ELCs in 23 years. Eight of these women are establishing three new Theta chapters at Tufts, St. Louis University, and North Carolina State, as well as re-establishing the Zeta Chi Chapter at Johns Hopkins. Four ELCs, as part of the assistance we promise to our newest college chapters, are providing continuous support to three college chapters in their second year: the Eta Chi Chapter at Boston, the Alpha Beta Chapter at Swarthmore, and the Zeta Omicron Chapter at Wake Forest. Two additional ELCs are traveling full time for Theta.

Already remarkably accomplished, the women chosen to be ELCs are academic achievers who have held multiple offices in their chapters and been highly involved on their campuses. During their tenure as ELCs, they will increase their time management abilities; improve their communication skills; and further develop their poise, confidence, and professionalism.

Theta's ELC program was launched in 1959; since then, 376 women have served the Fraternity in this capacity. As official representatives of the Fraternity, ELCs must have thorough knowledge of Fraternity laws and procedures, and so they spend four weeks in a comprehensive training program.

It is easy to see the impact the ELC program has on individual campuses when we establish a new chapter. Prior to the ELCs' arrival on a new campus, there are no Thetas. By the end of the year, there is a fully functioning chapter.

"Our ELCs have taken our chapter and built it from the ground up," said Samantha Larsen, Zeta Omicron/Wake Forest. "Without them, Theta would not have been successful. Every Theta I've talked to at Wake says the same thing—'Joining Theta was the best decision I've made in college.'—and our ELCs are responsible for that. They kick-started this chapter into what it is today."

Every chapter receives at least one visit each year from an ELC. In the autumn of 2013 alone, ELCs will make 54 visits to college chapters. It is a little more difficult to gauge the impact ELCs have following annual chapter visits because ELCs are onsite for only three to five days and so are not able to see their immediate influence. Yet one measure of their impact might be the number of women who are inspired by an ELC visit to become ELCs themselves. "As an undergraduate Theta, I had the opportunity to meet and work with two incredible ELCs. Although their visits were short, their impact was strong and I know that my chapter and I grew in a positive way because of them. They inspired me to be a role model for other Thetas across the country and have an impact on these collegians just as the ELCs had an impact on me," said Jenny Cook, Beta Tau/Denison, current ELC.

During a chapter visit, ELCs have the opportunity to meet with chapter officers, advisors, and university administrators, and they also have an opportunity to

provide chapter-wide educational and leadership presentations. The average size of a Theta chapter is 143 undergraduates. If a traveling ELC visits 18-20 chapters a semester, she is able to reach more than 5,000 women a year.

"My ELCs have shown me how to lead by example, and they have been an invaluable source of support and assistance. I think the best part of the ELC program is that they are all exceptional role models and have a genuine passion for serving the Fraternity," said Emily Van Houdt, chief executive officer (CEO) of the Beta Xi Chapter at UCLA.

Anna Hyronimus, CEO of the Alpha Rho Chapter at South Dakota, echoes this: "The ELC program gives chapters the tools that help them feel the Fraternity's support and counsel through a beloved sister who embodies the highest ideals of Kappa Alpha Theta."

"Every ELC I've conversed with has given me great advice and has really comforted me as an officer," explained Jessica Madarang, CEO of the Eta Mu Chapter at Occidental. "Each ELC has significantly impacted our chapter in a positive way, and they all have been able to address issues that our chapter is dealing with and helped us set a plan to fix them. Each ELC has always followed up after her visit to see what kind of progress we have made. It's comforting to know that even after a visit, we can still look to an ELC for advice."

About the author: Jenni Broughton, Γ/Butler, is a former ELC. In that role, she visited 21 college chapters. As Theta's assistant director of chapter services, she oversees the current ELC program.

Back: Elizabeth Mundy, Alec Sunderland, Alyssa Trumbull, Maddie Intfen, Ashley Freeman; center: Aubrey Boruck, Madison Cannon, Casey Martinez, Courtney Lynch, Margaret Burke, front: April Brown, Jenny Cook, Sarah Glasser, Sarah Comstock.

Want more?
http://www.kappaalphatheta.org/collegians/programs/ELC_Program



MEET THE 2013-14 ELCs

AUBREY BORUCK, **ΓΖ/CONNECTICUT**

Based at ZX/Johns Hopkins; first-year consultant

HOMETOWN Portland, Ore.

MAJOR human development and family studies

THETA INVOLVEMENT events director, chief operating officer, nominating committee

HONORS AND ACTIVITIES Order of Omega, external events coordinator for Make-A-Wish, director of educational programming for Greek Week Management Team, Fraternity and Sorority Peer Standards Board, alternative spring break, Peer Mentor Program, Theta Foundation Leadership Grant recipient

APRIL SAMANTHA BROWN, **HΘ/CENTRAL FLORIDA**

Based at ΘΘ/NC State; second-year consultant

HOMETOWN Miami, Fla.

MAJOR advertising and public relations

THETA INVOLVEMENT member development committee, nominating committee, executive assistant, chief marketing officer, chief operations officer

HONORS AND ACTIVITIES Rho Lambda, Student Government Association executive cabinet, 2012 Golden Knight – Outstanding Graduating Senior

MARGARET BURKE, **A/DEPAUW**

Based at HΩ/St. Louis; first-year consultant

HOMETOWN Nashville, Ind.

MAJOR education studies

THETA INVOLVEMENT reference committee chairman and recruitment committee

HONORS AND ACTIVITIES Farber Outstanding Senior in Education Award, *magna cum laude*, Kappa Delta Pi president, DePauw Student Government Senior Senator, recruitment guide for Panhellenic recruitment

MADISON CANNON, **ZT/DELAWARE**

Based at HΨ/Tufts; first-year consultant

HOMETOWN Mystic, Conn.

MAJOR Spanish and education

THETA INVOLVEMENT nominating committee, recruitment day chairman, philanthropy committee, communications director, chief recruiting officer

HONORS AND ACTIVITIES lacrosse coach, campus personal trainer, Spanish Honor Society, study abroad (Costa Rica and Spain)

SARAH ELIZABETH COMSTOCK, **AΣ/WASHINGTON STATE**

Traveling; first-year consultant

HOMETOWN Bellevue, Wash.

MAJOR public relations

THETA INVOLVEMENT chief operating officer, facility management director, service and philanthropy director, marketing committee, HR director

HONORS AND ACTIVITIES study abroad, middle school volleyball coach, Honor Roll

JENNY COOK, **BT/DENISON**

Based at HΨ/Tufts; first-year consultant

HOMETOWN Granville, Ohio

MAJOR Communication

THETA INVOLVEMENT chief operating officer, chief executive officer

HONORS AND ACTIVITIES Panhellenic executive board, Omicron Delta Kappa, Rho Lambda, Lambda Pi Eta, Dean's List (spring 2012 and fall 2013), Communication Department fellow



DURING MY TIME AS AN UNDERGRADUATE THETA, THE VISITS FROM FOUR DIFFERENT ELCs OFFERED MY CHAPTER AN ABUNDANCE OF RESOURCES, AS WELL AS DIFFERENT STYLES AND PERSPECTIVES. MY CHAPTER GREW SO MUCH DURING MY FOUR YEARS, AND IT WAS MAINLY DUE TO THE WONDERFUL WORK OF THE ELCs. TO SEE THE IMPACT THEY MADE ON MYSELF AND MY CHAPTER INSPIRED ME TO BE AN ELC.

— Madison Cannon,
ZT/Delaware, current ELC

**ASHLEY GRACE FREEMAN,
HP/JAMES MADISON**

Based at HQ/St. Louis; first-year consultant

HOMETOWN Fairfax Station, Va.

MAJOR political science

THETA INVOLVEMENT chief marketing officer, member development committee, new member director, nominating committee

HONORS AND ACTIVITIES CASA volunteer, vice president of recruitment guides for Panhellenic Council, Order of Omega, Dean's List

**SARAH ELLEN GLASSER,
BI/COLORADO**

Based at HX/Boston; second-year consultant

HOMETOWN Springfield, Ill.

MAJOR psychology/business

THETA INVOLVEMENT chief executive officer, reference chairman, alumnae and Foundation liaison, membership development committee

HONORS AND ACTIVITIES Chancellor's Scholar, Chapter President of the Year, Alpha Kappa Psi

**MADDIE JO INTFEN
ΔH/KANSAS STATE**

Based at ΘΘ/NC State; first-year consultant

HOMETOWN Prairie Village, Kan.

MAJOR elementary education

THETA INVOLVEMENT chief executive officer, ritualist

HONORS AND ACTIVITIES Dean's Honor Roll, recruitment guide for formal sorority recruitment, Quest Freshman Honorary

COURTNEY LYNCH, ΓY/MIAMI

Based at ZO/Wake Forest; first-year consultant

HOMETOWN Chagrin Falls, Ohio

MAJOR special education

THETA INVOLVEMENT chief executive officer, chief administrative officer, nominating committee, member development committee, Panhellenic recruitment task force

HONORS AND ACTIVITIES Autism Speaks U, Student Council for Exceptional Children, ADVANCE Leadership Retreat facilitator, Miami University Outstanding Chapter President Award

**CASEY ELIZABETH MARTINEZ,
EY/COLUMBIA**

Based at AB/Swarthmore; first-year consultant

HOMETOWN Anchorage, Alaska

MAJOR religion, human rights

THETA INVOLVEMENT chief operating officer, ritualist, IT director, member development committee

HONORS AND ACTIVITIES Theta Foundation scholarship recipient, Greek Judicial Board chairman, 2012 Grand Convention collegian blogger, Inspiration of Theta Award, Angelo Tarallo Memorial Scholarship

**ELIZABETH FOISIE MUNDY,
ΑΓ/OHIO STATE**

Traveling; second-year consultant

HOMETOWN Akron, Ohio

MAJOR international studies, economics, public health

THETA INVOLVEMENT member development committee, nominating committee, service and philanthropy director

HONORS AND ACTIVITIES Panhellenic Executive Board, Ohio State Honorary System, study abroad (Nicaragua), *magna cum laude*

**ALEC SUNDERLAND,
ZΦ/PEPPERDINE**

Based at ZX/Johns Hopkins; first-year consultant

HOMETOWN Colorado Springs, Colo.

MAJOR psychology

THETA INVOLVEMENT chief executive officer

HONORS AND ACTIVITIES *magna cum laude*, Pepperdine Dance Company, study abroad (Ecuador), special education intern

ALYSSA TRUMBULL, P/NEBRASKA

Based at ZO/Wake Forest; second-year consultant

HOMETOWN Scottsbluff, Neb.

MAJOR nutrition and health sciences

THETA INVOLVEMENT chief executive officer, chief Panhellenic officer, alternate Panhellenic delegate, member development committee, nominating committee, bylaws committee, risk management team, executive recruitment board

HONORS AND ACTIVITIES Sally O'Shea Friendship Kite Award, Gamma Gamma Outstanding Greek Senior Award, Alpha Lambda Delta, Phi Eta Sigma, Pre-Health Club secretary ♦

Picture yourself...

- **traveling** the continent as an international representative of the Fraternity,
- **building** friendships and contacts with Thetas of all ages,
- **gaining** real-world experience,
- **establishing** a new Theta chapter,
- **making** a difference!

APPLY TO BE AN ELC

More information about Theta's ELC program is available at www.kappaalphatheta.org/collegians/programs/ELC_Program. The application deadline is December 1.

Questions about the ELC program may be directed to Jennifer Broughton, assistant director of chapter services, jbroughton@kappaalphatheta.org.



Abbi Miles

A THETA OF NOTE



ABBI MILES IS A JUNIOR MAJORING IN NUTRITION COMMUNICATION AT ARIZONA STATE. SHE CURRENTLY SERVES THE DELTA EPSILON CHAPTER AS COMMUNICATIONS DIRECTOR, AND THIS SUMMER SHE TRAVELED TO NEW ORLEANS FOR THETA'S SERVICE TRIP, WHERE SHE PARTICIPATED IN A BUILD WITH HABITAT FOR HUMANITY AND ASSISTED IN A SERVICE PROJECT WITH COURT APPOINTED SPECIAL ADVOCATES (CASA).

WHAT MOTIVATED YOU TO PARTICIPATE IN THE SERVICE TRIP?

At the time I originally learned about the trip, I had the desire to give back to the community but didn't quite know how. I also knew that I loved Theta, so I figured this trip would be the perfect opportunity to merge the two together. Little did I know it would entail so much more than those two components and truly change my life.

WHAT WAS THE MOST SURPRISING ASPECT OF THE HABITAT FOR HUMANITY BUILD?

During the build two supervisors at each site led us, one of whom was always a woman. Those women were so strong, confident, and inspiring, and they pushed us to be independent and learn on our own. The most surprising thing was the women were about our age and were complete pros and truly believed in the organization they worked for.

"LOOKING AT ME, NO ONE WOULD GUESS THAT ... "

Looking at me, no one would guess that I can shoot a gun quite well, thanks to my dad and brother.

WHAT IS YOUR PROUDEST ACCOMPLISHMENT?

My proudest accomplishment was leading my high school Pom Line to win the state championship my senior year. Being a part of that team for four years completely shaped the person I am today and taught me the importance of a strong work ethic. I learned to love my teammates, which now translates into unconditionally loving my Theta sisters.

WHAT LIVING PERSON DO YOU MOST ADMIRE?

I admire my mom more than anyone in the world.

She grew up with three brothers, managed to raise four children successfully and has been married for 33 years. She lives every day with a smile on her face, an amazing sense of humor, and complete love for everyone she encounters. She has always been supportive of everything her children do and is the best example of a mother I could have.

IF YOU COULD CHANGE ONE THING ABOUT YOURSELF, WHAT WOULD IT BE?

I am extremely organized, but to a fault. I wish I could be more easy-going and more of a go-with-the-flow type of person; however, being organized helps me get a lot of things done in a very short amount of time.

IN FIVE YEARS, WHERE WOULD YOU LIKE TO BE AND WHAT WOULD YOU LIKE TO BE DOING?

In five years I would like to still be working for lululemon athletica, hopefully opening stores across the country. I would like to be living near a beach, continuing to be a CrossFit enthusiast, traveling all over the world when I can, and spending my free time with friends and family. In short, I will completely love the life I'm living.

WHAT IS YOUR FONDEST THETA MEMORY?

Besides the amazing Service Trip and meeting some of my now-best friends, I currently live with five of my Theta sisters, which has been an absolute blast. The majority of my Theta memories with the Delta Epsilon chapter involved those women. One of my all-time favorite memories was when we all went to Disneyland the weekend after I was initiated. Being able to travel to another state and spend multiple days with my best friends in the happiest place on earth was incomparable. ◇



"These women were so strong, confident, and inspiring, and they pushed us to be independent and learn on our own."



TOE TO TOE

PAINTING HER
TOENAILS TEAL—
THE OFFICIAL
COLOR OF
OVARIAN CANCER
AWARENESS—
ULTIMATELY
CONNECTED
SURVIVOR CAREY
FITZMAURICE TO
WOMEN AROUND
THE WORLD.

BY JAN SCHMITZ MATHEW, Δ/ILLINOIS

Diagnosed with Stage III ovarian cancer in March 2006, Carey Fitzmaurice, then 37, made an unusual but life-affirming decision: She let her toes do the talking.

The conversation started at the school-bus stop on a warm September afternoon. On that day, Fitzmaurice, Delta Xi/North Carolina, told her friends the heart-breaking news—her cancer, diagnosed barely a year prior, had already returned and was in four lymph nodes. As they shared hugs and tears, one friend noticed Fitzmaurice's teal-colored toenail polish. Fitzmaurice explained that the eye-catching hue was her way of recognizing Ovarian Cancer Awareness month, which is observed in September and symbolized by its official teal color.

The next day, everyone arrived at the bus stop sporting teal-colored toenails. Fitzmaurice describes their show of solidarity and support as an “epiphany,” and credits her friends with inspiring Teal Toes, now a worldwide initiative dedicated to raising ovarian cancer awareness.

“Painting our toenails seemed like such an easy thing to do, and it’s different enough to spark questions and conversations,” recalls Fitzmaurice, who lives in Bethesda, Md. with her husband and two young sons. “Since that day at the bus stop, I haven’t gone a day without teal toes.”

Similarly, her brainchild, a non-profit aptly named Teal Toes, rarely goes a day without making a potentially life-saving connection. Fitzmaurice created a website—www.tealtoes.org—and a Facebook page, both of which catapulted Teal Toes to global status. She designed a wallet-size ovarian cancer symptom card, which people request via the Teal Toes website and then distribute any way they wish. Teal Toes also partners with salons and offers website links to nail polish providers. Fitzmaurice, who owns about 100 bottles of the nail color in shades of blue, green, and even sparkly teals, is among their best customers.

She’s sent more than 100,000 symptom cards to people from across the United States, Europe, Australia, and New Zealand, with volume peaking in August and September. And at last count, Teal Toes had more than 1,500 Twitter followers and about 14,000 “likes” on Facebook.

“Word of mouth helps a great deal, and the social media has been huge,” Fitzmaurice says. “One woman was taking a long trip in an RV, and she left symptom cards at every restaurant she visited. Another woman included them as bookmarks when she returned her library books.

“Thousands of women are truly my army on the ground.”

STRENGTH SURPASSES SETBACKS

While the Teal Toes concept is relatively simple, the path leading to its launch was fraught with health complications that required tenacity and courage; specifically, Fitzmaurice’s five cancer diagnoses in six years.

Following her ovarian cancer diagnosis, Fitzmaurice underwent a major seven and one-half hour surgery at Johns Hopkins Hospital in Baltimore, which included a hysterectomy, appendectomy, splenectomy, bowel resection, oophorectomy, and diaphragm scraping. “I had parts removed that I didn’t even know I had,” she says, referring to the removal of her omentum, the



Owner of about 100 bottles of teal nail polish, Fitzmaurice’s pedicure always includes teal.

membrane fold that connects and supports abdominal structures. Next came eight rounds of chemotherapy, which began during surgery and continued every three weeks for six months.

In the year that Fitzmaurice was cancer-free, she learned that she carried the BRCA1 gene, indicating a higher risk for breast cancer. She was awaiting a preventive double mastectomy when doctors discovered the original cancer had returned and was in four lymph nodes. Fitzmaurice put the double mastectomy on hold and resumed treatments.

However, during her second round of chemotherapy, a routine CAT scan revealed Stage II breast cancer that had spread to surrounding lymph nodes. The double mastectomy advanced from preventive to mandatory.

Since 2008, both breast and ovarian cancers have recurred—resulting in five more surgeries, many rounds of chemotherapy, and 30 doses of radiation.

“My [children] are the reason I’ve tried to remain as ‘normal’ as possible and to get up every morning and put one foot in front of the other,” says Fitzmaurice, whose youngest son, Sam, turned three the day after her first surgery. “Once ovarian cancer returns, the chances of completely eradicating it are very low. But there’s always more in the toolbox.”

Because her cancer is considered chronic, chemotherapy likely will be a permanent part of Fitzmaurice’s life. For the past year, she’s been on a treatment regimen with the cancer drug Doxil. “I’ll continue [with Doxil] as long as it’s working, and I can tolerate it,” she says. “The only thing this treatment has to do is keep me going until the next option comes along.”

Fitzmaurice also discovered that being diagnosed at age 37—which is fifteen years younger than what is

typical for ovarian cancer—raised a unique set of issues. She went through early menopause, and recalls fighting to get a bone density scan because it wasn't the standard of care for women under 40. The learning curve prompted her to become involved with Planet Cancer, an online community that links young adult cancer survivors who are in their 20s and 30s and addresses their specific concerns.

Of the many bumps in her road, Fitzmaurice, a senior policy analyst with the US Environmental Protection Agency (EPA) in Washington, DC, says colleagues helped smooth her path. When she was unable to work, or to work only part time, co-workers donated some of their leave and vacation time.

"Telecommuting has been a godsend," says Fitzmaurice, who holds a master's degree in public administration and a law degree. "My chemo days are Wednesdays, and since those are always the busiest days of the week, I've been known to make calls from the unit. One colleague recalls me saying that I could talk until the chemo started, and then I'd have to hang up.

"I'm hard-wired that way," she says of her energy and discipline. "It's just my personality."

KEEPING WOMEN ON THEIR TOES

The Teal Toes mission focuses on ovarian cancer awareness, rather than fundraising. "When people ask about sending money, I always direct them to an ovarian cancer organization, support group, or hospital in their community," Fitzmaurice says. "Our niche is not to raise money, and I don't want to compete with local organizations."

A small



grant, plus her own money, covers printing and postage costs.

Although it reaches around the world, the Teal Toes operation remains home-based, with close friends—along with Fitzmaurice's husband and two sons—stuffing envelopes. All shifted into high gear this August and September, when "headquarters" shipped about 50,000 symptom cards, nearly doubling the number sent last year at the same time.

Partnerships with salons are building, too. A typical Teal Toes package includes a "Get Your Teal Toes Here" poster, table tents for manicure and pedicure stations, and symptom cards. Participating salons typically offer discounts on teal pedicures, or donate \$5 per pedicure. For high volume community events, such as booths at Relay For Life or health fairs, Fitzmaurice provides the symptom card template to local printers.

"Even when I'm not feeling well or can't leave the couch, I can always lay around with my laptop and answer emails or update the website," she says. "And if steroids keep me up at night, I'll work at 2 a.m.

"There are always other ovarian cancer survivors awake at that hour!"

In a world of "pink"—designating the fight against breast cancer—Fitzmaurice feels ovarian cancer survivors particularly appreciate their own teal arsenal. "Women get cancers other than breast cancer," she says, "and I'd like to see even more awareness of ovarian and other gynecological cancers, along with the genetics of cancer."

Teal Toes also attracts friends, families, and colleagues who are looking for ways to support a recently diagnosed patient. Rather than shave their heads, for example, a group of men all painted their toenails teal—and sent Fitzmaurice a photo to prove it.

Communicating with those impacted by Teal Toes keeps Fitzmaurice in the fight as well. Among her most gratifying messages are the three following.

"Everyone I've given a card to has taken a moment

Symptoms of Ovarian Cancer

Bloating that is persistent
Eating less and feeling fuller
Abdominal pain
Trouble with your bladder

See your gynecologist if you have these symptoms almost daily for more than a few weeks. Experts suggest a combination pelvic/rectal exam, a transvaginal ultrasound, and a CA-125 blood test.

Additional symptoms may include fatigue, indigestion, back pain, pain with intercourse, constipation, and menstrual irregularities, although these symptoms are found equally in women without the disease.

From the symptoms consensus statement endorsed by the Ovarian Cancer National Alliance

Teal Toes symptom cards have been sent to more than 100,000 women worldwide.

I also knew that beyond my college experience with Theta, the sorority network would always connect me and open doors for me.

Want more?
www.tealtoes.org



Above: Team Teal Toes at Run Like a Girl in Virginia: Fitzmaurice with Alison McCormick, B/Indiana; Tracy Karpinos McOrmond, ΔE/North Carolina; Kimberly McCarty, ΔE/North Carolina; and Shellie Berlin Bressler, ΔE/North Carolina. Right: Founders Day 1990 at Delta Xi/North Carolina. (Back) Fitzmaurice and Shellie Berlin Bressler; (front) Rima Irani Johnson, Kathryn Wall Walbert, and Gina Stewart.

to read the back and thank me. I have also received lots of hugs and prayers and heard stories from other women. Thank you for such an easy way for me to do my part to raise awareness, one lady at a time."

"I took Teal Toes cards to both my doctor's waiting room and the Infusion Center. While I was waiting to be called (for treatment), the first card was picked up by a man (who gave it to) his wife. This was only two minutes after I set them out!"

"Without you, I don't feel I would have made a lasting impact. Everyone I give a card to is so grateful and appreciative of this stranger (me) sharing the story of how quickly my mom was taken from ovarian cancer."

Theta also has been a gratifying force in this life-saving initiative. When she received assistance from the Theta Friendship Fund, Fitzmaurice used the money to help get Teal Toes off the ground. And the 600 delegates at the 2010 Kappa Alpha Theta Convention found a private-label bottle of teal nail polish in their gift bags.

"I originally knew about Theta from the strong presence and charity work throughout Texas," says Fitzmaurice, a Dallas native who earned her undergraduate degree in international policy. "And I also knew that beyond my college experience with Theta, the network would always connect me and open doors for me."

Fitzmaurice counts every day, and every open door, with gratitude. She manages short-term memory loss and "chemo brain" by "being very fluid and often doing whatever floats to mind." Multi-tasking has gone by the wayside, and she's slowly regaining her knack for extemporaneous speech, versus writing thoughts out word-for-word.

"My husband, who has a PhD in statistics and works as a mathematical statistician at the EPA, really wasn't very helpful at first," she confesses. "He looked at the actual numbers (regarding ovarian cancer



patients) and didn't think I'd be here after one year.

"But beyond the first year, everything's gravy. I've also benefited from being diagnosed at a time in history when treatments and therapies were just coming to fruition, along with clinical trials.

"Many cancer survivors say the fear of recurrence only ends when you're told you have one," she adds. "This is my life, though, and I simply can't worry about it."

Instead, Fitzmaurice focuses on reaching as many women as possible, and staying strong and healthy in order to manage whatever the next treatment, or diagnosis, delivers.

"At every step, networking has been a huge part of my life. I believe in connecting and being nice to everybody, because everyone has something to share and to offer."

About the author: Jan Schmitz Mathew, Delta/Illinois, has been a contributor to the Theta magazine since 1997. A professional freelance writer, Jan is also a contributing editor of *Decatur Magazine*. ♦

BREAKING THE SILENCE

Carey Fitzmaurice's close attention to her body's signals likely saved her life.

When she first noticed an unusual twinge in her abdomen, Fitzmaurice suspected a bladder infection. And because she was trying to conceive her third child at the time, she immediately scheduled a doctor's appointment. Tests ruled out an infection, but Fitzmaurice still felt that "something wasn't right."

Bloating started about a month later, and Fitzmaurice went in for an MRI. She had researched her symptoms by then, but was still shocked by the official diagnosis: Stage III ovarian cancer.

Based on her personal experience, along with information provided by the Ovarian Cancer National Alliance, Fitzmaurice offers the following synopsis on her Teal Toes website, www.tealtoes.org.

Historically, ovarian cancer was called the "silent killer" because symptoms were not thought to develop until the chance of cure was poor. However, recent studies have shown this term is untrue and that the following symptoms are much more likely to occur in women with ovarian cancer than women in the general population. These symptoms include:

Bloating that is persistent,

Eating less and feeling fuller,

Abdominal pain,

Trouble with your bladder.

Women with ovarian cancer report that symptoms are persistent and represent a change from normal for their bodies. The frequency and/or number of such symptoms are key factors in the diagnosis of ovarian cancer. Several studies show that even early stage ovarian cancer can produce these symptoms.

Women who have these symptoms almost daily for more than a few weeks should see their doctor, preferably a gynecologist. Prompt medical evaluation may lead to detection at the earliest possible stage of the disease. Early stage diagnosis is associated with an improved prognosis. Sources: www.tealtoes.org and the Ovarian Cancer National Alliance.

HOW DOES THETA GROW?

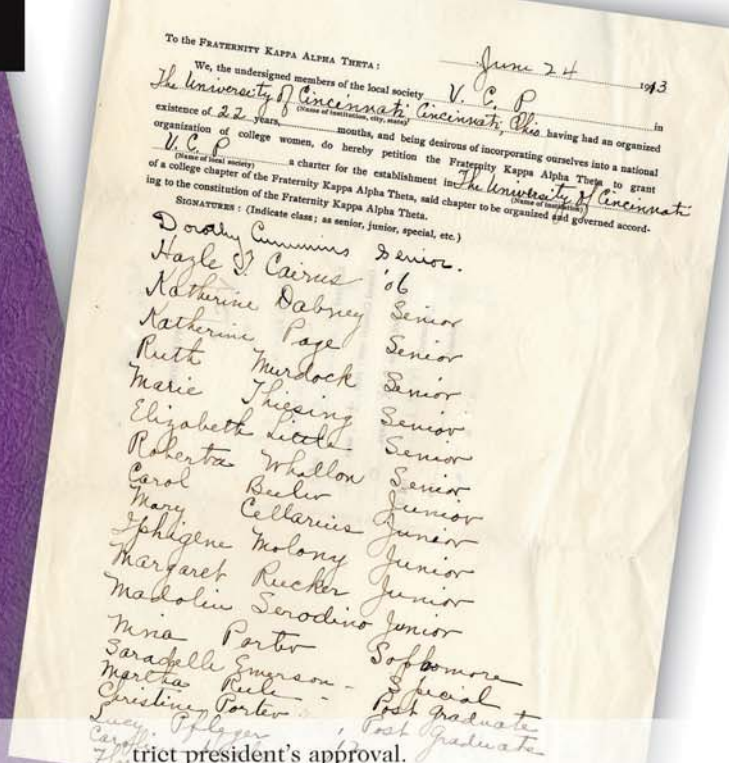
BY NORALEEN DUVALL YOUNG, AX/PURDUE

THIS AUTUMN, THETA IS CELEBRATING THE INSTALLATION OF FOUR CHAPTERS AFTER A WELL-ESTABLISHED EXTENSION PROCESS, GUIDED BY BOTH THE NATIONAL PANHELLENIC CONFERENCE (NPC) AND EACH UNIVERSITY. HOW HAS THE PROCESS FOR ESTABLISHING NEW CHAPTERS CHANGED OVER THE YEARS?

The earliest process of extension was one of personal connections. From 1870-1879, new chapters were formed because a Theta knew someone at another college. Founder Bettie Tipton Lindsey, who left Asbury College (DePauw) after one year, established a chapter at Millersburg College in Kentucky when she and her sister began attending in 1871.

By 1879, the Fraternity had grown enough that Grand Convention reserved the right to select the "field of extension," because it was "... no longer necessary to know personally some girl at a college where it would try to place a chapter." Establishment of a chapter did require a unanimous vote by Convention.

Theta also began to hear from local groups who wished to become part of the Fraternity. In 1891, a set of guidelines was issued that required interested local groups to provide the name of the college, its president's name, and the names of principal faculty members; send samples of catalogs and publications of the college; answer the question "does the faculty approve" of Greek groups; identify what groups were already on the campus; and include a list of the members of the applying group, their class and honors received, and letters of recommendation. By 1895, the requirements also stipulated that the local group had to have been in existence for at least one year, and visits of inspection were required along with the dis-



trict president's approval.

As the Fraternity grew and became more structured, an even more detailed process for adding chapters developed. In 1903, the revised process included the requirement that local groups must file a petition after answering a questionnaire about their group and their campus. The grand vice president of college investigated the college, its academic standing, support for new chapters, whether the college was in a strategic location for the Fraternity, and the potential members themselves. If her report to Grand Council was positive, other officers would visit the local group and report back. The local group then would have to "sell itself" to the chapters in that district, often with a descriptive booklet about themselves. These booklets would include photographs of the campus and of the individual members of the local group. College presidents, prominent faculty members, local Theta alumnae, and sometimes their own US congressional representative or senator wrote the required recommendation letters. If the chapters in the district approved of the local group, then 90 percent of all chapters nationally had to approve of the addition.

The changing nature of Fraternity membership and college education then led to the practice of Grand Council, at its discretion, chartering a chapter at a college that Grand Convention had approved of as a potential field for Theta expansion. This colonization process allowed the Fraternity to target specific colleges without waiting for a local group to organize and petition for membership. In 1926, the Beta Omicron Chapter at Iowa was the first colonized chapter. By the early 1950s, colonization became the standard practice for extension of Theta chapters. Universities also began to participate in the process by specifically inviting several Greek groups onto their campuses. In 1955, the Gamma Psi Chapter was one of several chapters formed when Texas Christian invited many Greek groups to be established at the same time. By the 1970s, Theta used the process we have today.

The documents chronicling these early extension efforts reflect the desire by many to be part of Kappa Alpha Theta, recognizing that it indeed was leading women to new challenges and experiences. ♦

Want more? www.kappaalphatheta.org/learnabouttheta/aboutourchapters/establishing_a_college_chapter.cfm

ASK THE ARCHIVIST!

Have you wondered about some aspect of Theta's history, either about the international organization or about a specific chapter? Have you read a brief mention of another Theta and would love to learn more about her? Have you wondered about how to save and share your own historical materials? Ask the Archivist, a new feature in the Theta magazine, will answer questions about Theta's history, its members, and even the nuts and bolts of preserving that history. So ask away! Submit your questions by email to archives@kappaalphatheta.org.

THETA MEMORABILIA

The Theta archives are always interested in Theta-related images, artifacts, and other items. We encourage you to either share the digital copies of the items or even donate the originals to the archives. For more information, archives@kappaalphatheta.org.



Top left: This petition from a local group (ca. 1928) led to the establishment of the **Beta Upsilon Chapter at British Columbia**; top right: The life of the **Alpha Tau Chapter at Cincinnati** began with this petition from a local group. Alpha Tau celebrates its centennial this autumn. Above: In 1962, **Jacqueline Hooker Klein, Gamma Zeta/Connecticut**, was the official "colonizer" for the Delta Kappa Chapter at Louisiana State. Traveling secretaries, the forerunners of the educational leadership consultant, visited existing chapters exclusively, so the Fraternity often hired a fifth-year senior to be based at a new chapter.

About the author: Noraleen Young, AX/Purdue, is a Life Loyal member and has served Theta as staff archivist for 15 years.

A CONFLUENCE OF LEADERSHIP AND SISTERHOOD

BY JESSICA SEIGEL, AB/SWARTHMORE

Sisterhood. It's amazing how two days could redefine a single word I thought I had so well understood. In two days, The Emerging Leaders Institute (ELI) completely changed my idea of what it means not just to be a leader, but also to be a sister. Even before the event officially began, groups of participants sitting in the lobby of a Chicago hotel began forming small groups, talking, discussing our chapters and ourselves, drawn together by bonds we felt, despite the fact that we didn't actually know one another yet. We were fast friends because we were sisters.

This immediate acceptance and connection seemed so strange at first, but I soon realized that this was the meaning of a phrase I had heard repeatedly during recruitment, "Theta for a Lifetime." These were the Thetas I would have met in the future; the sisters I didn't know during college; the women who would be there at every turn, every job, every city, every opportunity.

In President Amy Kates's welcoming speech, she mentioned my chapter, Alpha Beta at Swarthmore College. We were re-installed this year, almost 80 years after sororities were abolished on campus. As a freshman, I was not a part of the initial group that had fought to bring Theta to campus, but arriving in the midst of our installation did not come without its struggles. A group of students attempted to eliminate Greek life on campus entirely, and all of the sisters were forced to constantly defend the Fraternity's values. We had to hold on to the faith, hope, and love, we, as sisters, had for each other.

Three of our original four founders had previously graduated, but one remained, and she became my twin star. Though we didn't actually have bigs

and littles, she became my big sister. She taught me how to be leader, how to never let their hate destroy my love, and how to continue to work for the widest influence for good. Amy Kates talked about her, and the other three women, who so similarly to Theta's original four founders, created this Fraternity against all odds. She compared Alpha Beta to Alpha, and told the other women to speak to the two representatives of our chapter if they received the opportunity. Throughout the weekend, sister after sister came up to me and asked me to tell our story, offering some of the kindest words of advice, support, and love. I didn't understand the breadth or the depth of our sisterhood before this weekend, but this experience finally allowed me to see that. These girls cared for Alpha Beta, whatever chapter they were from, because we were their sisters and we needed their help.

"We were ... drawn together by bonds we felt, despite the fact that we didn't know one another yet."

ELI was packed, hour after hour, with various exercises to teach us how to be better leaders, and how to help the other women in our chapter increase their leadership potential. We analyzed our strengths as individuals, and this became the focus of the majority of these exercises. So often we pay the most attention to fixing our faults, but at ELI we stopped thinking about what we couldn't do and began to allow our strengths to truly blossom. We realized that we, as leaders, cannot do everything, but what we are unable to do, one of our sisters will be able to. Each individual contributes something unique to her chapter, and without these talents, the chapter cannot thrive. Everyone's best attributes will allow a chapter to find the most success as a whole. It is not about one person, but about the blending of ideas, backgrounds, experiences, and strengths that provides the opportunity to grow, flourish, and become better than we ever thought possible.

I am so excited for my chapter's first full year on campus, and I look forward to bringing all that ELI taught me about myself, about Theta, and about the potential our sisterhood has to the women of Alpha Beta. The continued support I have received from sisters all over the country, ideas for events, songs, and words of encouragement, only continue to strengthen the love I have for Theta, and to show the true strength of the bonds of sisterhood. ♦

RELATIONAL LEADERSHIP

Curriculum at the Emerging Leaders Institute focused on increasing skill development and understanding leadership as a relational process.

Believing that leadership is not necessarily an office held or a title conferred, Theta defines relational leadership as an opportunity to engage with others to create positive change for the common good.

The relational leadership philosophy values ethics and inclusivity. It acknowledges the diverse talents of group members and trusts the process to effect the socially responsible changes that group members agree that they want to work toward.



About the author: Jessica Seigel, from Turnersville, NJ, is a sophomore at Swarthmore. She serves the Alpha Beta Chapter as event director.





HOW TO—

THETAS SHARE THEIR EXPERIENCES AND EXPERTISE ON HOW TO DO [SOMETHING] BETTER.

LIBBY FREY JAMES, GAMMA DEUTERON/OHIO WESLEYAN, HAS BEEN CALLED “ONE FAST GRANDMOTHER” BY THE *DENVER POST*. THE OCCASION WAS HER INDUCTION INTO THE COLORADO RUNNING HALL OF FAME IN 2012. JAMES HOLDS SEVERAL NATIONAL AGE-GROUP RECORDS AND THE HALF MARATHON WORLD RECORD TIME FOR WOMEN BETWEEN THE AGES OF 75 AND 79.

—FEEL GOOD (AT ANY AGE)

The simple act of putting one foot in front of the other for a period of time almost every day for more than 40 years has brought a whole new dimension to my life. It has also allowed me to eat more, feel better, be stronger, have added self-confidence, and get some recognition, but none of those are reasons why I do it. I run because it is my joy and my passion. I just love to run!

I know. It's not for everybody. Maybe it's not for you. But there is some physical activity out there capable of turning you on, of making you go out and do it in any kind of weather, when you are tired, maybe a little sick, or when life is throwing punches at you. You may not want to go every time, but you'll never be sorry you went.

Because running is my thing, the following suggestions for building physical activity into your life may suffer from my perspective as a runner, but I'd like to think that they apply to different kinds of physical activity as well. It may take some experimenting, but there's a passion out there waiting for you.

If you decide to compete in a sport, great! Just remember that races are the frosting on the cake, not the cake itself—the important thing is your everyday workouts, where you get in touch with yourself and remember why you are out there.

No one said it would always feel good. Often, it hurts. Other times you'll have an overwhelming sense of elation. And to repeat what I said: You'll never be sorry you went.

HOW TO MAKE EXERCISE A HABIT

- 1 Keep it simple. Find something you can do easily, close to home, and that doesn't require expensive equipment.
- 2 Plug an exercise time into every day, even if it means getting up an hour early.
- 3 The night before, set out the clothes you will wear.
- 4 Set a date and time to exercise with a friend who likes to do what you do. Consider joining a group or club in your sport or activity.
- 5 Never let an “annoyance barrier” stop you. It could be the weather, a comment from a friend or spouse, or the fact that you're too tired or busy or stressed. Go anyway.
- 6 Don't worry about progress. You may see big changes in weight and strength initially, then they may drop off. This is a lifelong change you are making. Think long-term.
- 7 If your activity is an outdoors one, don't forget to look around, to enjoy the scenery and changing seasons. Greet the people you encounter, even if they have wires dangling from their ears and can't hear you.
- 8 Forget about what other people are doing. You are the one who knows best what pleases you, how far and fast you need to go, and when you need to stop.
- 9 If you are a parent, don't overlook the legacy you provide to your children by doing a physical activity you love regularly.
- 10 Know that in any sport, injuries are part of the game. Try to avoid them, treat them sensibly, and make it your goal to get back to whatever it is you love to do. ◇

Are you an interior designer with tips on repainting a room? Are you a home cook whose cake decorations would be the envy of Martha Stewart? Are you an accountant with hints for making tax time less painful? In short, do you know (or know another Theta who knows) how to do something better?

If so, please contact Lisa Thibault, associate editor, lthibault@kappaalphatheta.org. We'd love to hear from you!



Libby Frey James,
ΓΔ/Ohio Wesleyan



ORGANIZED UNCERTAINTY

According to *Organized Uncertainty: Designing a World of Risk Management*, by Michael Power, nonprofit organizations face unprecedented scrutiny and the growing demand to operate with greater transparency and board engagement. Power, a professor at the London School of Economics and Political Science, asserts that risk management was previously seen as simply another administrative function. Now, however, he contends that as expectations for nonprofits and non-profit boards have evolved, risk management is coming to be understood as integral to the effective governance of an organization.

ENTERPRISE RISK MANAGEMENT

BY LAURA WARE DOERRE, ΔE/NORTH CAROLINA

Sustainability. It means “the capacity to endure.” Most recently, it has emerged as a catchphrase for the environmental movement. And businesses are now being called upon to manage and report their capacity for sustainability, not only from an environmental standpoint, but in financial and social terms, as well. But what does “sustainability” mean for Kappa Alpha Theta? For Grand Council, it means a responsibility to ensure that the organization will endure changing circumstances and remain true to its mission.

One way in which Grand Council is managing its responsibility for sustainability is through a process called enterprise risk management (ERM). The ERM process involves the identification, assessment, and prioritization of risk that may affect the organization—either by posing a threat to the organization as a whole, or by jeopardizing the achievement of our Plan of Aspirations. Once risks are prioritized, they must be managed. And we must commit the necessary human and financial resources to managing those risks. It’s an ongoing process that, by definition, must adapt to changing circumstances.

What types of risk are we talking about? After all, Kappa Alpha Theta has endured for nearly 150 years and is still going strong. What could we possibly have to be concerned about? Well, of course it’s true that Theta is an enduring brand, but it is important to resist the temptation to take a good thing for granted.

Consider the following: trends toward online education and “non-traditional” students on campuses, reputational issues of Greeks or individual chapters on some campuses, rising costs of education. What impact does each of these potentially have on our organization or our ability to be a leading women’s organization? And what about housing? For many of our chapters, communal living is an integral part of the sisterhood experience. Yet a variety of factors are combining to present challenges to some chapters in continuing to provide that experience. Council monitors and addresses all of these issues and trends as

part of our ERM program.

What does this mean for college and alumnae chapters? It means a couple of different things. First, all members have a role to play in ERM. Putting our best foot forward, publicizing our good works, maintaining strong scholarship, and encouraging our members to be leaders in their fields are all ways in which we can preserve our reputation and value as an organization. One of the hardest risks to manage is what we call reputational risk, especially in today’s world of social media. As we learned during Initiation, the actions of just one member carry the potential to taint the entire Fraternity. Our strong reputation, or that of a chapter or individual, can be destroyed almost instantaneously if the wrong post goes viral or someone has a momentary lapse in judgment. Likewise, we have seen other Greek organizations face embarrassment by an unfortunate choice of party themes widely publicized through social media. It truly takes the entire organization to manage this type of risk.

Second, each chapter is an enterprise in its own right and is probably already engaged in some form of ERM. Any time we set goals and action plans, we are at least informally assessing and responding to risk. We encourage our chapters to be more purposeful about identifying risks unique to them and to develop action plans to respond to them. Those risks may be campus or community-related. For example, alumnae chapters may face competition for membership or involvement from other organizations like Junior League, or a college chapter may be challenged by declining enrollment on campus, administration attitudes, or a campus culture that tends toward irresponsible behavior. Risks may also be chapter-specific, such as scholarship struggles, declining membership, or risk management issues. And—of course—Theta is also susceptible to operational, financial, and other more common threats.

Whatever they are, however, risks can be managed. The key is to identify them and to develop a sustainable action plan designed to address them—that’s what an effective ERM program is all about.

A lot of this may sound very business-like. At the end of the day, though, we *are* in a business—the business of Leading Women—and we intend to stay in that business for a long time to come. ♦

Theta is an enduring brand, but it is important to resist the temptation to take a good thing for granted.



About the author: Fraternity vice president Laura Doerre, Delta Xi/ North Carolina, is vice president and general counsel at Nabors Industries, Inc., a worldwide drilling and oilfield services provider. She also chairs the Enterprise Risk Management Committee of Grand Council.

Celebrate



Since our founding nearly 150 years ago, Kappa Alpha Theta has been known as a leading women's group: our ideas and programs have often been on the cutting edge. As individuals and as chapters, Thetas are known for leading in our communities and on our campuses.

Grand Convention 2014 will lead our Fraternity into the next biennium, determining the direction of our Fraternity for the next two years. Grand Convention will also celebrate the tremendous potential within each of us for social, intellectual, and moral growth. And hundreds of Thetas—both collegians and alumnae—will experience unparalleled friendship and sisterhood.

Join Kappa Alpha Theta leading women at
Grand Convention 2014
June 26-29, 2014
Orlando World Center Marriott

Celebrate Sisterhood. Cel

te

BY THE NUMBERS

From their first Convention to their twenty-fourth, five Thetas share their stories.

1

JoAnna Adkisson, HΦ/Belmont

What is the best part of Convention? You meet Theta women, young and old, who are committed to paving a legacy in service, scholarship, leadership, and sisterhood for those who will come after us. Moreover, you create lasting friendships with women all across the world who love and cherish the black and gold. Those bonds are truly unbreakable.

Why should other Thetas attend Convention? It is the coming together of leading women in every sphere of influence across the globe and you get to learn and grow from their wisdom and experiences.

5

Jennifer Chapman Root, ΔΨ/UC Riverside

What is the best part of Convention? There are so many amazing things about Grand Convention. It begins with seeing Thetas coming from all different parts of the continent to become one body of women. The legislation truly informs you of the vast responsibilities that come with being a Theta.

Why should other Thetas attend Convention? Attending Grand Convention showed me that Theta sisterhood extended so much further than my Delta Psi sisters. Nothing can strengthen a chapter like attending Convention, and nothing can strengthen your personal commitment to Theta like attending Convention.

12

Suzanne Sterling King, ΓΦ/Texas Tech

What is the best part of Convention? Seeing Theta sisters from all over the US and Canada who I have met at other Conventions. I also love to meet our collegians. I always leave with great faith in the future of our sisterhood because we are recruiting such outstanding young women into our Fraternity.

Why should other Thetas attend Convention? Every Theta should attend Convention! I took my daughter to Convention after her freshman year at Texas A&M, and at the next Convention, she was president of Delta Omega and their delegate. That was the Convention at which I was elected as a Theta Foundation trustee. See what can happen at Convention?

17

Laurie McGregor Connor, ΓΔ/Ohio Wesleyan

What is the best part of Convention? It's seeing longtime friends, meeting new friends, and being part of the incredible enthusiasm everyone has for our great organization. It's very empowering to be with such hard-working women dedicated to keeping Theta alive and relevant in today's world.

Why should other Thetas attend Convention? Convention "recharges" your batteries. There's nothing like witnessing the power of women from ages 18 to 80-plus learning, socializing, and working together. And it's great FUN!

24

Florence Ashby, BN/Florida State

What is the best part of Convention? Seeing old friends, making new ones, and learning about and being a part of the direction our Fraternity is headed.

Why should other Thetas attend Convention? At Convention, Thetas will realize that they are part of a long and wonderful tradition. The Fraternity has changed with the times but has maintained its core values.

celebrate Leading Women.

A notice of the death of a Theta sister may be sent to Gretchen Brown, membership coordinator. A published death notice, whether print or electronic, is appreciated.

A/DEPAUW

Joyce Dunbar Dolan; 1941, May 2013
Roberta Gates Hill; 1955, July 2013

B/INDIANA

Jan Froeb Binford; 1950, April 2013
Mary McClure Brown; 1946, March 2013

Γ/BUTLER

Elizabeth Baum Simon; 1969, April 2012

Δ/ILLINOIS

Jean Flanigan Clark; 1942, May 2013
Jane Moeller Fockler; 1937, February 2013

H/MICHIGAN

Dorothea Wulz Flom; 1948, May 2013

Λ/VERMONT

Linda Bowman Zahn; 1957, August 2012

ΓΔ/OHIO WESLEYAN

Jo Ann Harding Edmondson; 1952, May 2013
Charlotte Burns Florence; 1939, July 2012

M/ALLEGHENY COLLEGE

Angel'la J. Wright; 2009, April 2013

P/NEBRASKA

Judy Hope Daggett; 1956, May 2013
Mary Davison Leininger; 1936, Jan. 2013

T/NORTHWESTERN

Carol Combs; 1955, June 2013

Y/MINNESOTA

Carolyn Thomas Groves; 1951, Feb. 2013

Φ/PACIFIC

Patricia Roberts Miller; 1959, March 2013

Ω/UC BERKELEY

Emily Reynolds Baker; 1944, April 2013

ΑΓ/OHIO STATE

Patricia Trayte Howland; 1946, May 2013
Anne Bowers Wagner; 1955, March 2013

ΑΔ/GOUCHER

Adelaide Mason Comstock; 1939, Oct. 2012

ΑΘ/TEXAS

Carolyn Redditt Henderson; 1948, June 2013
Marilee Gray Muller; 1940, February 2013
Louise Fosdick Scheurer; 1951, Dec. 2012

ΑΛ/WASHINGTON

Ruth Magnuson Baker; 1943, May 2013

ΑΝ/MONTANA

Amanda Henson; 1992, April 2013
Agnes Regan Perkins; 1944, April 2013
Georgia Stripp Rowe; 1929, July 2013

ΑΟ/OKLAHOMA

Joy Tschappat Eidson; 1965, October 2012
Lillian Fitzgerald Smartt; 1943, Jan. 2013
Calvert Walker; 1961, June 2013

ΑΠ/NORTH DAKOTA

Ruth Collinson Brownawell; 1939, Jan. 2013

ΑΡ/SOUTH DAKOTA

Carol Witt Hanson; 1950, May 2013
Virginia Olstad White; 1943, April 2013

ΑΤ/CINCINNATI

Marion Brutton Bischoff; 1938, Feb. 2013

ΑΥ/WASHBURN

Roberta Kingman Paulette; 1939, Jan. 2013

ΑΦ/TULANE

Shirley Dunlap Casserleigh; 1941, April 2013
Katie Butt Houston; 1936, March 2013

ΑΧ/PURDUE

Mary Lyde Duff; 1931, April 2013
Marilyn Haislup Gwyn; 1964, February 2013
Winifred Gregory Troyer; 1936, April 2013
Tudy Golden Vaughan; 1949, May 2013

ΑΨ/LAWRENCE

Gloria Utschig Bego; 1956, May 2013
Betty Goodrick Friday; 1943, February 2013
Janet Evans Ortlieb; 1951, March 2013
Judith Milz Rekett; 1956, January 2013

ΒΔ/ARIZONA

Shirley Miller Budinger; 1955, January 2013

BE/OREGON STATE

Shirley McKay Hadley; 1941, April 2012
Ann Watts Matson; 1966, July 2013

BZ/OKLAHOMA STATE

Ruth Ann Thompson Hart; 1953, Feb. 2012
Charleen Lewis Hunter; 1948, January 2013
Caroline Edwards Waggoner; 1948, Mar. 2013

BH/PENNSYLVANIA

Margaret Lessig Cates; 1949, July 2013
Mildred M. Norris; 1944, April 2013

BΘ/IDAHO

Louise Howell Rathbun; 1938, March 2013
Joann Hutchinson Reed; 1948, May 2013

BK/DRAKE

Helene Labatut Morris; 1944, January 2013
Judith Schlammpp Nichols; 1949, June 2012
Janice Onthank Snyder; 1954, July 2013
Elizabeth Booth Wendelmoot; 1952, Dec. 2012

BN/FLORIDA STATE

Betty Alday Gibbs; 1943, April 2013

BE/UCLA

Ann Ellen Harris Jones; 1940, April 2013

BΣ/SMU

Sarah Windham Sorrells; 1954, April 2013
Ann Hollandsworth Steger; 1944, April 2013
Helen Butts Tipps; 1949, June 2013

BT/DENISON

Nancy Gerry Elliott; 1955, May 2013
Sally Brown Lindberg; 1948, February 2013
Elizabeth Brode Myers; 1940, April 2013
Ann de Laval Schaefer; 1954, April 2012
Candace Wills Woolston; 1982, Dec. 2012

BY/BRITISH COLUMBIA

Pamela Rose Metal; 1953, March 2013
Arlie Purser; 1960, March 2013

BΦ/PENN STATE

Susanne Brosseau Rupp; 1953, Feb. 2013

BΩ/COLORADO COLLEGE

Judith Roddewig Bissell; 1950, May 2012

Lynn Jones Dexter; 1949, May 2013

Jeannette Elliott Lewis; 1947, January 2013

ΓΓ/ROLLINS

Sara Whitten Engelbert; 1951, Nov. 2012

ΓΔ/GEORGIA

Elizabeth Lamons Lowe; 1944, Oct. 2012

ΓΗ/MASSACHUSETTS

Edie Thayer Gardner; 1948, January 2013

ΓΙ/KENTUCKY

Lea Ann Davenport; 1990, April 2013

ΓΝ/NORTH DAKOTA STATE

Marilyn Brunsvold Baker; 1955, April 2013
Norma Devick Harmer; 1959, June 2013

ΓΟ/NEW MEXICO

Anita Morris Kaune; 1953, June 2013
Beverly Frost Worden; 1949, June 2012

ΓΤ/TULSA

Barbara Torr Ford; 1960, January 2013
Victoria Heiligman Statham; 1974, Nov. 2012

ΓΥ/MIAMI

Marlene Milar Hutton; 1953, July 2011

ΓΦ/TEXAS TECH

Loraine G. Shamblin; 1968, July 2013

ΓΧ/FRESNO STATE

Nancy Kohlman McNeil; 1953, April 2013

ΓΩ/AUBURN

Ann Welch May; 1971, June 2013
Virginia L. Spruce; 1977, April 2013

ΔΙ/PUGET SOUND

Sarah Song; 2012, July 2013

ΔΧ/VIRGINIA

Anne Landauer Spence; 1976, July 2013

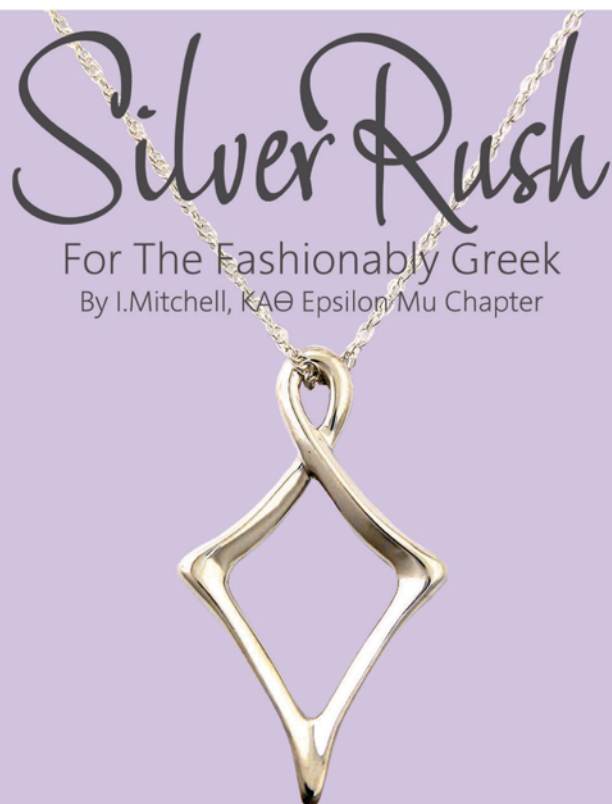
EI/WESTMINSTER COLLEGE

Jessica L. Florez; 1992, June 2013

EN/VIRGINIA TECH

Diane Coy Mayer; 1988, May 2013

Dates represent year of initiation and month and year of death. Member's name in bold designates Life Loyal. ◇



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- Standard Plain**
10K \$165
14K \$250
- Crown Synthetic Stone**
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14K Small \$330 Large \$440
- Crown Alternating Pearl/Synth. Stone**
10K Small \$260 Large \$350
14K Small \$330 Large \$440
- Crown Pearl/Synthetic Points**
10K Small \$260 Large \$350
14K Small \$330 Large \$440
- Crown Diamond**
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14K Small \$990 Large \$1,370

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dbl. GP \$27 10K \$65 14K \$95
- Pearl**
sgl. GP \$58 10K \$105 14K \$130
dbl. GP \$85 10K \$155 14K \$180
- Chased**
sgl. GP \$29 10K \$50 14K \$70
dbl. GP \$31 10K \$70 14K \$100

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Kappa Alpha Theta Fraternity, the first Greek-letter fraternity for women, announces its Ten Outstanding Faculty Members for 2013. This marks the second year the Fraternity recognizes faculty for contributions to colleges and universities where Theta chapters are present via an official nomination and selection process.

YAHOO! NEWS, SEPT. 13, 2013

At Convention, Thetas will realize that they are part of a long and wonderful tradition. The Fraternity has changed with the times but has maintained its core values.

FLORENCE ASHBY, BN/FLORIDA STATE (SEE PAGE 31)

I AM A THETA BECAUSE NO MATTER AGE OR YEARS AWAY FROM THETA, SHE CONTINUES TO ENRICH LIVES IN BOUNDLESS WAYS.

VICTORIA FERNANDEZ, ΔE/ARIZONA STATE (SEE PAGE 6)

NEVER LIVED
SO SIMPLY,
WORKED SO
DILIGENTLY,
LOVED SO
QUICKLY,
AND BEEN
SO HAPPY.

ABBI MILES, ΔE/ARIZONA STATE (SEE PAGE 16)

At the end of the day, we *are* in a business—the business of Leading Women—and we intend to stay in that business for a long time to come.

LAURA WARE DOERRE, ΔE/NORTH CAROLINA (SEE PAGE 29)

Being involved in local alumnae groups has allowed me to make wonderful new Theta connections all across the country.

MARTTA HOWARD, EN/VIRGINIA TECH (www.kappaalphatheta.org)

Every Theta I've talked to at Wake says the same thing, "Joining Theta was the best decision I've made in college."

SAMANTHA LARSEN, ZO/WAKE FOREST (SEE PAGE 18)

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